

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Business Address
VOL. CLXII, No. 1

NEW YORK, JANUARY 5, 1933

10c A COPY

YES. THANK YOU.

Masonite had a Merry Christmas



ON TUESDAY, November 15th, officials, salesmen and dealers of Masonite Corporation opened their copies of the current *Saturday Evening Post* with special interest. The issue contained the first advertisement prepared by their new advertising agency, and they were eager to see how it looked.

Those who had passed upon this page before insertion had liked it. They had liked the agency's suggestion of offering a booklet telling people how to make attractive Christmas gifts of Masonite Presdwood. They predicted quite a number of inquiries. One Masonite advertisement, prepared by the previous agency, had drawn 8000 replies; and the more optimistic hoped that even this figure might be approached.

On Wednesday, November 16th, the Masonite offices in Chicago were pretty busy answering letters asking for the booklet. By nightfall, 801 had been received. On Thursday, they were busier still; 2324 letters were received. Friday's mail brought 2663. By the end of the first week, the total was 12,351. As this goes to press, it has mounted to 23,967 with more coming in every day.

N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA
New York Boston Chicago San Francisco Detroit London



The Land of Milk and More Money

WISCONSIN farmers have consistently received better prices for their products than the average United States farmer by 10 per cent to 25 per cent ever since 1926. According to the price index of the United States Department of Agriculture and the Wisconsin Department of Agriculture and Markets (based on the 1910-1914 average prices equaling 100%) Wisconsin farm prices were higher than the United States average by 17% for the first eleven months of 1932, 28% higher in November.

Both farm and factory incomes are exceptionally stable in the Milwaukee-Wisconsin market—and both are covered adequately and efficiently at one low advertising cost by The Milwaukee Journal.

THE MILWAUKEE JOURNAL
First by Merit

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 Issued week
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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXII

NEW YORK, JANUARY 5, 1933

No. 1

If Price Cuts Persist, Sheriff May Have Busy Year

Dollar Volume Much More Desirable for 1933 Than Unit Volume, This Sales Manager Proves

By John F. Bush, Jr.

Vice-President in Charge of Sales, Puritan Soap Company

"GIVE me a lower price and I'll increase present volume 10-20-50-100 per cent."

This is a fairly accurate summary of what many sales managers have said to many boards of directors. They have said so with reason, for they are in position to know how prominent a part the factor of "price" plays in their industry.

Reflecting the sum total of reports from their field men, to wit: "our prices are too high," "lost out on price," "can't we get our prices down?" the sales manager goes to his directors' meeting intent upon securing a lower price scale based on increased quotas. The age-old argument ensues. Should production and sales costs be budgeted on the basis of *expected* (future) volume or *actual* (past) volume? Should selling price be established on the basis of actual or anticipated costs?

Usually, the president, the general manager or the treasurer takes a conservative view; he wants to see the volume increasing, costs actually coming down, before the benefits of the increased volume are passed on to the consumer.

The sales manager, supported by the advertising or promotional manager, and his district or divisional lieutenants, cites the law of cause and effect, and points out that increased volume can be attained only by reason of lowered prices, and that increased sales

will justify reduced prices *after* the prices have been reduced.

This is the established order of things.

But the old order changeth! There is no doubt that many times good business demands the anticipation of the end before the means to reach it can be successfully formulated. There is no question that many times it is wise to base prices on expected or even hoped-for sales increases. But it is also manifest that under certain conditions only disaster can result from such a policy.

In most lines, those conditions exist today. That those conditions existed a year, two years, ago was either not recognized or not admitted. But 1932 brought it home much more clearly to most of us than 1930 or 1931 did.

* * *

We had a rather curious meeting in the "front office" of our company some months ago. I happened in the president's office to find him informally discussing a monthly statement with our factory manager, treasurer and accountant. The statement was bad. It showed selling and administrative costs in line with our budget but sales very much below budgeted volume.

As a result of the lowered sales there appeared an item of "manufacturing expense under-applied" which was disturbing to the plant manager and which indicated that we were showing a manufacturing

loss on some items, to say nothing of a selling loss. We all admitted the situation was grave and required strong measures.

"We have just been speculating," said our president, addressing himself to me, "as to what results we might expect if we were drastically to reduce our prices. Take our —department, for example. We are doing a small volume of business there, and it should be by no means impossible to double or triple our volume in that department in a year's time. If our volume were doubled we could wipe out this damning 'under-applied' overhead and make money under a 30 per cent reduction in prices. We have practically sold ourselves on the idea of doing this very thing. We would like your opinion, however, as to whether with a 30 per cent price reduction you could produce the expected increase."

"Under present conditions, absolutely not."

"If it were not 'under present conditions' we wouldn't even be talking about it," the president snapped. "How much more could you increase volume?"

"Not 10 per cent," I found myself saying. "Probably not 5 per cent. Very likely not any. Possibly volume would decline even faster than at present because we would not have as large a margin on which to work."

The president looked at the treasurer. "I thought salesmen always wanted lower prices," he said.

"Salesmen do," I replied. "But here is a sales manager who wants an adequate margin more than he wants a low price."

On the Other Side of the Fence

Then the argument began! To my amazement, these men, heretofore invariably on the "stand pat" side of the fence, undertook to sell me the idea of lower prices.

To my equal amazement, I found myself countering their thrusts, defending the present set-up; resisting the thing that ordinarily would make it easier for me to sell, in short, fighting for higher prices!

"Price! It's not price we need,"

I snorted. "You can't force volume in this market with price! We need all our sales margin to improve merchandising methods. Price can't do it. There will always be someone underselling us—regardless of our price. There will always be a percentage of buyers attracted by price—and price only. But those aren't our buyers. They never have been. That isn't our trade.

"Quality-minded buyers still exist. Those are the only ones we have ever been able to sell. We will continue to sell them. We haven't lost out to them on price. We haven't lost out at all. Our volume has gone down not because we have lost business, but because the business isn't there. We have opened more new accounts than we have lost.

Price Means Only a Temporary Victory

"Old accounts which left us because of price have come back because of quality. Look at some of our leading accounts; they have dropped off 20, 30, 50 per cent—not because they are buying from competitors but because they are not buying. They are not using as much of our product. We could reduce our price to one-tenth and still they would use no more.

"No, price won't force volume in a declining market, because it won't increase the capacity of the purchaser to use the product. Price will get some business from competitors—a temporary victory. But competitors feel the same curtailment in demand. They are just as desperately in need of stopping the shrinkage as we are. Right now some of them are talking about cutting prices—cutting them lower than you have proposed. The first one that does will precipitate a price war in which the ones that participate will suffer the heaviest casualties.

"Lower prices mean lower gross margins—less money per unit to spend in promoting its sale. Consequently the manufacturer who has stuck to his normal margin is able to continue his normal promotional activities, while his com-

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CHAS.
Boston

Old Slater Mill (1793)



PROVIDENCE

enters upon its
297th year with

CONFIDENCE

WHEN, in 1793, the Slater cotton mill initiated Rhode Island's industrial development, her citizens had already been adjusting themselves to economic ups and downs for a century and a half.

Time has developed material stabilizers: diversification of industries, accumulation of wealth and savings, strong banks no one of which has failed in this crisis. And experience has brought faith that an "up" follows every "down".

In illustration of confidence: last April, when business was approaching its lowest point, one Providence travel agency booked 217 European passages in eleven days—a record probably unequalled by any other agency in the East.

Since early summer, faith has assumed more immediate aspects. Manufacturing payrolls in Rhode Island increased 44.2% from June to November 1st, against a national increase of 3.7%. Activity has been sustained, above national levels.

In this confident market, the dominant newspapers provide an economical medium of entry and sales building.

Journal-Bulletin FAMILIES:

In Rhode Island

2 OUT OF 3

Average for State
as a Whole

In Providence

19 OUT OF 20

A. B. C. CITY

Providence Journal & Bulletin

Dominating New England's Second Largest Market

CHAS. H. EDDY CO.
Boston - New York - Chicago

Representatives

R. J. BIDWELL CO.
San Francisco - Los Angeles - Seattle

petitors are relying solely on price. They can't all have the lowest price, so what happens? The manufacturer who held his margin has been able to make his merchandise appear of more value to the buyer, and eventually, he is the one who emerges with an increased volume—taken from his competitors who are unable to do as good a job of selling.

"This is no time to base budgets on hoped-for volume. If the volume doesn't materialize, and there is everything against its materializing, we will have spent money on a lost cause—have dissipated resources that under more favorable circumstances might produce handsome returns.

"If the situation were reversed, if this were a rising market," I said, "my position would be different. Then it might be good business to make a bold estimate of increased volume and budget costs and prices accordingly in the belief that they would stimulate sales. Then we would have conditions in our favor and a chance to make good on our own rash promises. Under those conditions we would be making a strong aggressive move for more business. But under current market conditions, the proposed move is a weak and defensive one.

"Our problem, and the problem of nearly every business concern today, is to cut our overhead to fit our volume, not to try to patch up a volume to fit our overhead. That trick was used successfully prior to 1929, but it hasn't worked since."

* * *

That was the position I took several months ago. Despite the warmth of my argument, there was a strong urge to "advance competitively." I was not too sure in my own mind as to whether I classified as a "conservative" or a "reactionary."

There was the suggestion that I was temporizing with a dangerous situation, and that the dangers incident to the revision of all budgets based on lower selling prices and increased volume were the lesser of two evils. That increased volume would follow lowered prices was possibly more certain of

fulfilment than that a miraculous change in trend would develop of its own accord and rebalance our teetering budget.

But before sanctioning such a drastic change in policy, and jeopardizing our entire price structure, I insisted on making an experiment. We all agreed that if the change were made it should be radical and that a compromise between present and the proposed minimum prices would be unproductive of clear-cut results.

The Reaction Would Be Quick

We also agreed that the reaction to the proposed new prices would be quick and definite. Therefore, we decided to segregate a group of inquiries we had received for a specialty item in a restricted field, where our business was conducted entirely by mail, and where we could get a quick indication of the influence of price, and price alone, in securing new business.

So we prepared a series of announcement and follow-up letters featuring the sweeping price reductions. We built up a strong and logical background—reduced raw material costs, reduced labor costs, improvements in manufacture and delivery, curtailed sales cost as the result of a new merchandising plan. We made it strong, clear, reasonable. We pointed out that there had been "no change in quality" of a product "famous since 1823," and all the rest of it, and slapped them with *price, price, price*.

Well, we have just checked the results of this experiment: Until we sent out a letter announcing that on January 1 our prices would advance again, we found that these sweeping, unheard of, unprecedented and unbelievable *prices* had resulted in new business to the extent of exactly \$7.25!

* * *

That it cost just as much or more per unit to sell at a low price during a depression as it does at a higher price in normal times, finds some substantiation in this experience.

When business men in all lines (and those in charge of public af-
(Continued on page 80)

THE DES MOINES REGISTER and TRIBUNE

230,221 Daily A. B. C. 208,243 Sunday

THE steady, consistent buying power of Iowa's citizens is reflected in the fact that the families of this state are still spending more than \$2,225,000 annually for their subscriptions to The Des Moines Register and Tribune.

It's a good product in a uniformly good market. Iowans still reach down in their jeans for the things that make living comfortable . . . and they still look for these things in the advertising columns of The Register and Tribune. Read in every city, town and incorporated village in Iowa, The Register and Tribune "rings the bell" for advertisers reaching for a slice of this state's big spending dollar.

In New York talk to I. A. Klein, 50 East 42nd Street; in Chicago to Guy S. Osborn, 360 N. Michigan; in Detroit to Jos. R. Scolaro, General Motors Building, and in St. Louis to C. A. Cour, Globe-Democrat Bldg.

**"THE DES MOINES REGISTER AND TRIBUNE
IS THE BACKBONE OF MOST SUCCESSFUL
ADVERTISING CAMPAIGNS IN IOWA"**

Also operating Radio Stations KSO, Des Moines; KWCR, Cedar Rapids (both on N. B. C. Blue network); and WIAS, Ottumwa.

J. WALTER
THOMPSON
COMPANY

Product and market research
Merchandising
Complete advertising service in
newspapers, magazines, radio
and outdoor

*An organization operating
on-the-ground in the market
centers of the world*

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS

LOS ANGELES • MONTREAL • TORONTO • • London

Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp

Bucharest • Sao Paulo • Buenos Aires • Johannesburg • Bombay • Sydney

New Outlets Lift Product Out of Competition Rut

California Date Growers Association Extends Distribution by Selling Its Dates Fresh Instead of Cured

Data Supplied and Article Approved by

Theodore W. Braun

Vice-President, California Date Growers Association

FRESH dates are this winter being pushed as the seventh fresh fruit in the food trade. Behind this simple fact is the story of another interesting development in co-operative marketing, originating in California where so many successful experiments in co-operation have prospered.

The trade name is "Desert Gold" and the co-operative marketing organization is the California Date Growers Association which, incidentally, has an interesting history which goes back really to the time many years ago when representatives of the United States Department of Agriculture rode camelback in Africa and Mesopotamia to investigate the possibilities of date culture.

At the present time the center of date culture in the United States is the Coachella Valley in California. Last year this valley produced about 5,000,000 pounds of dates. The association controls about 60 per cent of this yield.

The association has been in existence for a number of years but it was not until recently that it decided to investigate the possibilities of an aggressive marketing campaign. With the steady growth in date yield it became obvious that it was essential to the prosperity of the growers that they extend their distribution.

An investigation convinced the association that it had a problem which extended beyond the obvious trade-marking and advertising of dates. It solved its problems by the simple expedient of adding to the fresh fruit departments of food stores what, in most parts of the country, amounts to a new product. By far the heaviest proportion of dates up to the present have been sold in the cured form.

In many cases they have been sold in the grocery departments of food stores and if they have found their way to the fruit departments it has not been in the fresh form.

The association after its investigation saw that if it were to sell the cured product it would be throwing itself in direct competition with established businesses, at least one of which has been remarkably successful in the use of modern advertising and merchandising methods. Furthermore, salesmen going to food stores would have only a "me-too" story which would necessitate a tremendous amount of educational work among retailers and would place an extremely heavy burden upon advertising.

Selling the Fresh Fruit More Advantageous

Why not, reasoned the management, add a new product to the fresh fruit departments?

The advantages of this were obvious. In the first place, the association would in a great measure lift itself out of competition with the cured product. In addition, selling in the perishable departments the field of competition would be limited to sixty or seventy items as compared to the several thousand items of competition in the dry grocery field. Third, the salesman would have an entirely new story to tell. Fourth, the selling story could be laid before people who might not listen if the association were merely pushing a cured product.

Therefore, the group's dates are seasonal and are picked fresh, packed fresh and shipped under refrigeration to be sold on the same basis as any fresh fruit.

In order to gain product identi-

Jan. 5, 1934



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More Primary Facts About a Principal Market



1 The 2,800 producing concerns in the Detroit industrial area make 172 principal products. Detroit leads the world in production of adding machines, pharmaceutical supplies, seeds, stoves, salt, and soda products. Other leading manufactures are vacuum sweepers, electric refrigerators, agricultural chemicals, paints and varnishes, foods, and tobacco products. And, of course, Detroit is the center of the automotive industry.

2 The Detroit trading area accounts for 48% of Michigan's total population, 57% of Michigan's wage earners, 57% of Michigan's gainful workers, 60% of Michigan's industrial firms, 60% of Michigan's assessed valuation, 62% of Michigan's manufactures, in value and 65% of Michigan's income tax returns.

3 The Detroit News is the largest circulating medium in America's fourth market. It is one of only three Detroit newspapers, and because it reaches 71% of the homes with incomes of \$3,000 and over, it, alone, can adequately cover Detroit's buying power.

4 That The News has proved to be one of America's most effective media is substantiated by the fact that it has for 18 years been among the first four newspapers in America in total advertising. Use The News in 1933 to sell Detroit effectively and economically.

The Detroit News

Chicago

THE HOME NEWSPAPER

New York

I. A. KLEIN, INC.

J. E. LUTZ

fication, the association created a trade name, Desert Gold, and developed special packages. The smallest container, the so-called Tid-Bit pack, contains ten ounces and is sold eighteen packages to the carton. The next size, called the Pantry pack, is a large box with a hinged cover in which is a window which contains twelve individual one-pound baskets. The largest container contains twenty pounds packed in bulk. This also has the hinged top with the window.

In choosing colors for the package the association decided to make the background blue which, investigation showed, is the only primary color not now present on the fruit stand.

By means of these new containers with their unusual color the association is assured that its product will stand out wherever it is displayed.

This fall the association ran its first national advertisement in the November issue of a magazine going to women. It is being followed by other advertisements in the same medium.

The main copy appeal is based on the idea of fresh dates. The association is emphasizing the fact that this is a new winter fresh fruit and is telling consumers how its product differs from the dates that the public has been familiar with for years. Furthermore, it tells how to serve fresh dates, how appealing they are to children and how they may be used in entertaining.

For store use the association has prepared a special display card and also a folder for dealer distribution. This folder reinforces the national advertising and offers a free recipe book which can be obtained by writing to association headquarters.

In marketing the product the group has appointed exclusive distributors in key markets. These distributors are well-known organizations which have been in the produce business for years and are familiar with the peculiar problems of marketing fresh fruits.

This type of distributor offers several advantages, the chief among which is that they have a

selling psychology different from that of the average distributor in the grocery field. Produce buyers and sellers mingle together in an unusual relationship owing to the continual fluctuation of produce prices and the necessity of a close understanding between both buyer and seller. This means a stronger co-operative relationship coupled with the fact that fresh dates are a new product for most stores. This has enabled the association and its dis-



NOW...TRY A
fresh date!

Now, "different" treat comes when other fresh fruits are scarce

Uppon now you have some known the full, nutmeated flavor of fresh Dates—just as they come straight from the palm.

Desert Gold fresh Dates are "different"—as any fresh fruit is different from the dried. They are plump and succulent—meat with the true date juice.

Only recently was it found they would grow in the warm sunshine of California's desert. So now for the first time you can enjoy real fresh Dates!

How to Serve

Use fresh Dates out of hand from a beautiful jar keep for the family's table; send and homemade cakes. Offer them to date or company when you entertain. Use them in any fresh fruit—

whole, natural or chopped—in salads, fruit cocktails, fruit cups and desserts. California like this could better when fresh Dates are added. And their caring for sweets is satisfied by these succulent tidbits.

Desert Gold have all the date's natural fruit sugar and vitamins A and B, unchanged. Grow under sunny Arizona conditions, they are not treated in any way. Only dates marketed "grown in California" are American. To be certain of fresh, American Dates, look for Desert Gold in the label, name and yellow container—fresh or frozen.

FREE!—How Dates Basket

Send coupon for free basket, How to Serve Fresh Dates, with new recipe and entertainment and additional information.



DESERT GOLD *fresh* DATES
GROWN IN CALIFORNIA

California Date Growers Association
Dept. 100, 1000 N. Main Street, Los Angeles, California
Send no money, the basket, jar or jar of fresh Dates.

Name

Address

City

The Idea of "Fresh" Dates Is Emphasized in the Association's Advertising

tributors to get acceptance and open up outlets which would have presented some tough obstacles had the group confined itself to the cured product.

The campaign has been under way a little over two months and in those two months the association has sold more dates than in any four months of previous years.

THE INDIANAPOLIS NEWS

IN 1932

The Indianapolis News
Lead in Total Advertising
Liability . . .
that makes 38 Consecutive
Years of Leadership



The
INDIANAPOLIS NEWS

New York: DAN A. CARROLL
 110 E. 42nd Street

Chicago: J. E. LUTZ
 180 N. Michigan Ave.

The

QUANTITY

QUALITY

CONCENTRATED

EVENING

CIRCULATION

THE CHICAGO MAIL

National Advertising Representative **GEORGE A. M**
250 Park Avenue **NEW YORK**

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT **NEW YORK**
New Center Bldg. Madison Bldg.

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*Enough
Circulation
..of the right
kind.. at the
right place..
at the right
time*

DAILY NEWS

Published by GEORGE A. McDEVITT CO.
New York

San Francisco
Bladenock Bldg.

Financial Advertising Offices
NEW YORK CHICAGO
145 Broadway 29 S. LaSalle Street

DIVERSIFIED INDUSTRIES OF LOUISVILLE



Stratton & Terstegge Co.



Greater Louisville and its rich, diversified market, KENTUCKIANA, can be effectively reached at one low cost only through one medium—

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc.

-:-

Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

The world's largest manufacturers of minnow buckets, tackle boxes, shell boxes, etc.

In their seventy-one years of business, Stratton & Terstegge have made the Falls City line world famous and have grown until they are now the world's largest manufacturers of minnow buckets, tackle boxes, handy boxes, shell boxes, etc. Their products are sold the world over, wherever fishing is done.

In addition to being large manufacturers, Stratton & Terstegge Co. are distributors for innumerable other articles.

They are one of the large concerns which contribute materially to the industrial stability of this section.

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"Oh Yeah" Copy and Why It Is Treacherous Stuff

Even When Handled by Experts It Usually Creates Doubt, and Then Sale Is Likely to Be Lost

By Marsh K. Powers

President, Powers-House Company

"OH-YEAH" copy can be a particularly insidious and unfortunate affliction.

It's a variety of copy which is usually well calculated to inspire a heart-warming thrill in those who pay for its publication (which is why it is so dangerously insidious) only to leave a sour taste in the mouths of the readers whom it was intended to impress.

The basic endeavor of advertising is, admittedly, to place the thing or service advertised in its most appealing light, a circumstance which automatically introduces self-praise. Nevertheless, there are certain attributes that are difficult to introduce convincingly, certain claims that must always be of doubtful potency, simply because we have all of us been schooled to mistrust any individual who, in his conversation, too stridently trumpets his own personal virtues. The time-resisting adage—"Actions speak louder than words"—has its application to advertising as well as to human behavior.

You probably have already suspected that the type of copy with which I am here mainly concerned is the type of copy which applauds the unselfishness, the courtesy, the altruism, the nobility, or the "exclusiveness" of the advertiser and his organization. Actually, of course, the label legitimately applies to any copy that, to the reader, is not plausible.

Such copy becomes most irritating—and most negative in its results—when it appears over the signature of an organization which, in practice, fails to approximate the character ascribed to it.

For instance, there's a New England hotel which, by the studied indifference and actual rudeness of its staff on both of my two experimental visits, has succeeded in

rousing my active hostility. The result is that, now, when its oh-so-syrupy letters arrive, supplicating my oh-so-desired-and-appreciated patronage, they only succeed in making me want to search out all who are headed toward the particular city in which it is located. I yearn to preach to them the praises of competitive hostilities which, in contrast, have treated me in the manner that a hotel guest desires to be treated. A mere "oh, yeah?" and a toss toward the waste basket aren't sufficient, in this instance, to relieve the unpleasant memories which the letters revive.

Of course, there may well be a valid excuse for the manner in which I was treated. It may be that this hotel takes as its model that European hotel which advertises—

"The Grand Hotel anticipates every need of its refined guests"

from which limitation I infer that its unrefined guests must shift for themselves. If so, it may be that I did not measure up to the standards of this particular New England hostelry.

In passing, I might add that that transatlantic blurb is, in itself, a characteristic example of "Oh-yeah" copy. When the time comes for departure, some of its guests, I feel certain, need—but do not receive—generous reductions on their indebtedness.

Banks, hotels, department stores, and certain service organizations are among those who need to be particularly watchful lest their printed messages take on this "oh-yeah" flavor.

Certain phrases have now been so misapplied so many times that they have largely lost their former ability to impress and convince,

even though they should appear in the copy of advertisers who can justly employ them.

For instance, how often do you accept at par such familiar assertions as these?

"Trained in the spirit of helpfulness, every man and woman in our organization will welcome a chance to serve you."

"Your inquiry will be referred to our staff of authoritative experts who will give it their careful study and report their findings."

"This institution has justly earned the reputation of the Courtesy Store."

"Each . . . is individually inspected by a member of the firm before being packed for shipment to you."

If some of these quotations seem perfectly innocuous and acceptable, that fact will help to illustrate another factor that enters into the equation. The wide variation in personal reactions to the printed word makes the test of a questionable assertion, not its truthfulness from the advertiser's point of view, but its plausibility in readers' eyes.

An interesting example of a piece of copy which, apparently, teetered along the debatable edge of the "oh-yeah" ditch is a recent announcement that only 400 cars of a certain type would be built in 1933.

At a business men's lunch table the day following the announcement the comments, pro and con, on this message were about equally divided. Some maintained that the limitation appeal would prove highly potent. Others derided the idea, insisting that it was an altogether too obvious effort to make an asset out of what they claimed was nothing more than an admission of a slim and dubious demand. Neither faction gave ground in the discussion that ensued.

The incident illustrates again how the line that divides "oh-yeah copy" from other forms is often to be found, not on the printed page, but in the minds of its individual readers.

Skepticism toward advertising varies greatly.

Some few people are so unhappily constituted mentally that the mere fact that a statement ap-

pears in an advertisement is *per se* proof of the statement's fraudulence—(a fact which quite probably throws a revealing light on their own business ethics). Fortunately, this group does not present a copy writing problem. Since, to such cynics, all copy necessarily falls in the "Oh-yeah" classification, the copy writer can serenely disregard them and aim his efforts at those who have greater faith in the honesty of their fellow humans.

There is a point, however, at which "Oh-yeah" copy passes over from the category of a dubious expenditure for the advertiser and becomes a form of commercial racketeering.

This change of character is probably most apparent when implausible statements are introduced into copy for cosmetics and related merchandise and services.

The yearning for beauty is such an impelling force with so many women that it warps their sense of judgment; they want to believe the improbable. Since all of us, men and women alike, excepting only the most confirmed pessimists, find it relatively easy to believe what we hope to be true, the beauty-seeker is left an easy prey to advertising over-statement. (The volume and variety of hair-restorers sold to the masculine sex is conclusive evidence of the potency of hope.)

Logic and the Personal Equation

No woman would believe that a homely friend could find in any combination of creams, lotions, and powders "months and months of beauty contained in these spotless jars and bottles," but that impersonal sophistication would not necessarily stop her from taking a chance in her own behalf.

The "flowerlike fairness it instantly gives the skin" might seem to her absurdly impossible for Mrs. Downthetstreet but, even though her complexion is not a whit better than Mrs. D's, that fact doesn't prevent her, along with thousands of other "hoppers," from spending money to test the vaunted efficacy on her own countenance.

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cident which amusingly illustrates how logic loses sway when the beauty appeal is flaunted. In a certain neighborhood a house-to-house saleswoman, in three successive calls, took orders for a total of \$65 worth of creams and lotions. This success was hers in spite of the fact that each of her three customers noticed that the saleswoman's complexion was particularly bad. In fairness to the fair sex I should hasten to add that, when this discrepancy was discussed by the three buyers later in the same day, three cancellations promptly followed. Three "oh-yeahs" earlier would have saved them the trouble.

There is, of course, a phase of "Oh-yeah" copy which is neither dangerous nor reprehensible but merely amusing in a light-hearted, sophisticated manner. It entails the use of exaggeration so obvious that it makes no pretense of being anything else.

For example, there was the manicure set advertised during the last Christmas season in this gaily exuberant fashion—(the interjections being mine)—

"Lovely ladies cross their fingers hoping for Peggy Sage's Gift Manicure Set.

"Some lovely lady of your acquaintance is hoping against hope for it on Christmas Eve!

"But perhaps she's too modest to tell you . . . so we will! And we'll tell you more! From sub-deb to grande dame" (Oh, yeah?) "there's not a woman alive" (Oh, yeah?) "but would reward the giver with devotion." (Oh, yeah?)

It is, *au contraire*, easy to picture quite a varied assortment of individual feminines who did not react as advertised but, instead, justifiably burst into tears, hurled a flat

iron or called the insane asylum when their misguided Sir Knights indulged in so luxurious a frippery instead of investing the needful \$10 in commodities more vital to their ladies' immediate exigencies.

And now, rather than end this discussion on notes that might seem to approve "oh-yeah" copy as an always justifiable commercial tool, let me add one more story on the demerit side of the record.

Just recently I was one of the two central characters in a business incident which illustrates the possible boomerang that lies hidden in a piece of copy if it skirts the "Oh-yeah" borderline.

A three-page processed document came to my desk, signed by a man I had known in past years. Written in a vein of high and sustained enthusiasm, its persuasive appeal all down the first page was contagious—I could feel myself slipping rapidly toward the dotted line.

Somewhere on page two, however, a side-remark, which was neither wholly relevant nor necessary to the central message, halted me. I questioned its truth—perhaps unfairly.

Right then my reflected enthusiasm began to wane—my sales resistance came to life—the main argument abruptly lost its power to convince me. Before I had finished page three I found myself critically disputing every assertion that I read.

In the end the dotted line remained unused . . . all because of that one interjected and unnecessary clause which threw me into the "Oh-yeah" frame of mind.

Even when handled by experts, "Oh-yeah" copy is treacherous stuff.

Yost Joins Gardner

Robert G. Yost, formerly president of the Yost Company, St. Louis advertising agency, has joined the Gardner Advertising Company, Inc., of that city.

He began his advertising career with the Gardner agency where he advanced to the position of copy chief. He left that company to become advertising manager of one of its clients and, later, entered the agency business under his own name.

Goodyear Appointment

The Goodyear Tire & Rubber Company, Inc., has announced that Batten, Barton, Durstine & Osborn, Inc., which during the last year has directed its radio advertising, will handle, instead of radio advertising, its farm advertising and its truck and bus advertising. General magazine and newspaper advertising of its mechanical rubber goods and other products, will continue to be handled by Erwin, Wasey & Company.

Packages Prove Best, After All

Back-to-Bulk Movements, Often Widely Heralded, Do Not Work Out Successfully in Actual Practice

KELLOGG COMPANY
BATTLE CREEK, MICH.

Editor of **PRINTERS' INK**:

Do you know how the trend of sales on bulk goods has compared with that on nationally advertised goods during the last year or so?

KELLOGG COMPANY.

SPORADICALLY, there appear upon the horizon signs which seem to indicate a swing toward bulk merchandise. Merchandising pessimists shake their heads and see the end of the package era.

It is only natural that during a period of business depression there should be a great deal of talk about the possibilities of pushing goods in bulk. Such goods are usually sold at lower prices than packaged merchandise and numerous consumers and economists have the idea that because they are cheaper they are somehow just as good or better.

As a matter of fact, the cards are stacked against bulk merchandise under present conditions. In the first place, millions of dollars have been spent educating consumers to the convenience of goods sold in packages. Not only that but the average consumer appreciates the cleanliness of products, particularly in the food field, which are not touched by human hands from the time they are packed until they reach her home. It is on the rock of convenience and cleanliness that most bulk movements crash.

Another factor in the cementing of the popularity of packaged merchandise is in the growth of the self-service store. Furthermore the dealers themselves would much prefer to sell goods in packages than in bulk if the profit is there for them, and it so happens that a large part of bulk merchandise is not only cheap in price but also returns the dealer a low profit. Therefore, the manufacturer who intends to push his product in bulk faces both consumer and dealer prejudice.

Of course, a sizable tonnage of merchandise even today is sold in bulk. In proportion, however, it is lessening every day.

It is interesting to note that during a period when private brands were threatening to make serious inroads among advertised brands, very little of this type of merchandise was sold in bulk. The private-branders fully appreciate the value of good packaging and have not had the temerity to try to educate consumers back to the methods of their grandfathers.

An interesting recent development in the food field has been the movement toward packaging a number of fresh foods and vegetables which formerly were sold in bulk. Such things as celery hearts, cauliflower, apples, tomatoes, and other fresh fruits and vegetables, have been packed in cartons and sold with success.—[Ed. **PRINTERS' INK**.]

Hearst Newspapers Appoint W. E. Robinson

William E. Robinson, local advertising manager of the New York *World-Telegram* since its consolidation, has resigned and is now associated in an executive capacity with the general advertising department of Hearst Newspapers.

Gruen Account to Armstrong

The Gruen Watch Company, Cincinnati, has placed its advertising account with the F. Wallis Armstrong Company, Philadelphia advertising agency.

Woodruff Again with Campbell-Ewald

J. Fred Woodruff has returned to the Campbell-Ewald Company as vice-president in charge of the Pacific Coast region for that agency. He resigned from the agency a year ago as vice-president, secretary-treasurer and general manager.

Has Silversmiths Account

The Sterling Silversmiths Guild of America, New York, has appointed Kenyon & Eckhardt, Inc., of that city, to direct its advertising account.



Does Your ADVERTISING PICTURE

need RE-FOCUSING?

Many advertising pictures today require a change in perspective... They fail to envisage the country's major executives—the men whose opinions count so heavily now for or against even small business expenditures.

Your Advertising Picture should be re-focused to include these power-of-decision men . . . This can best be done by advertising in the magazine which has its readership confined to the all-important "final decision" executives of American business.

Bradstreet's Weekly

Published by

THE BRADSTREET COMPANY

Since 1849 America's Leading Credit Rating Bureau

148 Lafayette Street, New York

Midwestern Advertising Representatives

BLANCHARD - NICHOLS - COLEMAN & JOHNSTON

Palmolive Building, Chicago

Pacific Coast

WARWICK S. CARPENTER

29 East De La Guerra St., Santa Barbara, Calif.

Mr. Kilbourn Senses HOW an



THE BOONE MAN REPRESENTS 27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
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"... It's a peculiar ability . . . this knack of sensing the dramatic story in a product. Of knowing how to tell it with salesmanship and showmanship. Of knowing how to make it sell. And WHERE you tell your story is just as important as HOW you tell it . . ." statement of Orrin P. Kilbourn, Vice-President, J. Stirling Getchell, Inc.

"WE AGREE." In these days when markets differ so widely in Buying Power . . . when "broad national effort" has been supplanted by Picking strong individual markets and Pounding them . . . it is increasingly important to sense WHERE a product can best be sold.

It is imperative to know whether or not an area is CAPABLE of buying . . . how it can be sold with the least expenditure of sales effort . . . above all, whether or not your salesmen will receive the strong, relentless driving cooperation of Fighting Newspapers.

These three essentials are fully

recognized by the 27 great Hearst Newspapers, covering 14 important markets, which are represented by the Rodney E. Boone Organization.

During the past these newspapers have devoted more time and effort than ever before to a closer knowledge of the needs and habits of their markets . . . an accurate foreknowledge of WHERE and HOW which is quickly available to every advertiser.

As for Fighting Cooperation, Hearst Newspapers are outstanding in their willingness and ability to exert store-door pressure of a nature that has consistently proved a powerful Selling Force.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION

A UNIT OF

HEARST ADVERTISING SERVICE

New York

Boston	Chicago	Detroit	Philadelphia
Rochester	Cleveland	Atlanta	San Francisco
	Los Angeles	Seattle	

A Radio Performer Relieves His Mind

He Makes a Plea for Closer Co-operation Between Advertiser and Artist

By Ray Perkins

The National Broadcasting Company

IF you'll pardon the perpendicular pronoun, I am a human piece of advertising copy. In other words, I am a radio performer. It has been my good fortune to do the handsome thing for six separate national advertisers at various times on the networks. The products have been beverages, gasoline, hand lotion, canned goods, yeast cakes, and shaving cream—a rather diversified list.

Prior to blooming on the ether, I spent several years as a space salesman on an important magazine. I look upon my transfer to personal broadcasting as a continuance in the advertising industry, not a change of career.

With the stiff training of space-selling behind me, my viewpoint on the relationship between sponsor and artist is perhaps slightly different from that of most of my fellow-performers. Yet dozens of successful artists with national reputations to whom I have talked on the subject agree with me on one score, to wit, that the most desirable element in their contact with agency and advertiser is a clear, frank understanding of the advertiser's aims and purposes.

This, then, is a polite scream of entreaty for a more generally candid and closer relationship between advertisers and the individuals whose job it is to represent them on the air.

The Performer Is More Than a Piece of Artwork

There is a tendency on the part of radio time buyers to look upon the performer as a piece of artwork rather than as an employee. Based on an often superficial conviction that artists are incapable of understanding such business niceties as sales and advertising policies, many a radio broadcaster em-

ployes people at higher salaries than his own to appear on his behalf without disclosing to them even the most elemental information concerning his business.

It is often felt that the performer, aside from being incapable of any sympathetic understanding of business matters, is concerned solely with purveying entertainment and therefore need know nothing of the sponsor's advertising principles and business methods.

Knowing the Purpose Helps the Artist

Such an attitude is unfair to both artist and sponsor. The truth is that even though your radio artist may never breathe a syllable about your product on the air, nor so much as mention its name, such is human nature, even among performers, that a full unequivocal knowledge of your product and its history, its marketing methods, and the aims of your present campaign will reflect beneficially in his work.

After all, most successful musicians, singers and actors are above average intelligence. They are most likely to give forth full value in their work if they have some grasp of the purposes of their program. I have seen artists wholly out of sympathy with the commercial announcements preceding and following their act, chafing about the size of the network, or about the "gift-offer" or about the time of the broadcast period, when perhaps a few words of explanation would put them in a better frame of mind with a consequently better performance as a result.

There have been firms on the air whose own vagueness as to the purpose of the program is itself sufficient reason for their failure to make the picture clear to those who are doing the actual performing.

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But certainly where the radio program is a well-organized part of a marketing plan there should be no reason why the broadcast personnel shouldn't be let in on the the big merchandising secret.



Ray Perkins

Let me be more definite. If I were engaging an artist or a group (and that includes the announcer) for a series of broadcasts, I should first of all treat them to an intelligent talk on my business with special reference as to why he is being hired. I would show him my factory, my advertising copy, and window displays. If feasible, I would see that each performer, down to the lowliest second cymbal player, got a sample of the product. I would explain why we are using this particular group of stations and what the sales organization is doing to capitalize or supplement the broadcast advertising.

I would tell why we chose this particular type of broadcast, the type of people we want to reach and how we propose to handle fan mail. If a "give-away" bait is being used to lure mail I would explain why, and how we expect it to pull. If there are experimental phases to the broadcasting plan I would frankly admit it and keep the performer posted on how such experiments turn out.

The interest of the broadcast artist in the progress of a program is as keen as that of the sponsor.

Nothing is more exasperating to broadcasters than lack of knowledge as to what the results are. From a practical standpoint it would seem elementary wisdom to keep the artist posted on this score, whether results are being measured by fan mail or by ultimate sales. If they are unsatisfactory there is a chance that the performer can alter his methods; if satisfactory there is the psychological benefit of knowing the program is on the right track.

One of the most successful radio campaigns I have participated in was blessed by a whole-hearted spirit of frankness at all points by the advertiser and agency. I was brought from New York to Chicago and shown the entire works. I met the president of the company, was told much of the firm's policies by the advertising manager, and given a further picture of the situation from time to time by the agent. After a year's broadcasting, only an unavoidable condition of agricultural over-production affecting the entire industry as well as the firm I was working for, made an abandonment of the program necessary.

The Purpose of This One Was Hidden

On the other hand, I worked on the air three and a half months for another account with no more idea of what the radio program was supposed to be accomplishing than the doorman at the studio. Nor could I find out. The firm's headquarters were in St. Louis, the agency was in Chicago, and I was in New York. I doubt if the series was a success. At any rate the firm has since been off the air.

On another account I was unable at any time in the six months I was on the network to get any figures as to mail returns. The program was geared to reach a certain type of listener. I was ready at a day's notice to modify the atmosphere of the program so as to reach other types, but was continually assured that all was well. Suddenly the program was abandoned and I was told that the reason was the returns had fallen off.

My point is that if at the time

THESE EDITORIAL

FEATURES IN 1932 RES

JANUARY

H.G. Wells peering into *The Magic Crystal of 1932* said "... if we can carry on without dire social convulsion until January 1, 1933, we shall have got through the worst of the dangers that threaten civilization."

FEBRUARY

Gold by E. W. Kemmerer was reprinted by several banks for distribution to depositors ... was commented on favorably by financial authorities.

MARCH

Flying the Mail by Bogart Rogers started ... one of the year's most popular features. Edna Ferber, Louis Bromfield, and Peter Kyne contributed short stories.

APRIL

Sons by Pearl Buck began its astonishing career ... though now a best seller in book form it will be read by a fraction only of the hundreds of thousands who followed Wang the Tiger in this magazine's pages. *His Apologies* by Rudyard Kipling endeared us anew to all dog lovers.

MAY

Short Stories by Fannie Hurst, Ernest Hemingway, Irvin Cobb and William Seabrook marked this issue.

JUNE

Louis Bromfield's *Single Night*, a complete short novel, was so popular that this form of presentation will be continued at opportune times.

JULY

Calvin Coolidge's authoritative statement on *Settling the War Debts* was per-

haps the most quoted article of the year. More than 1000 newspapers carried editorial comment and criticism—all featuring the name of Cosmopolitan.

AUGUST

The Pain Killer a modest deep-in-the-middle-of-the-book article about a country doctor in Ontario inspired hope and confidence in countless families—moved thousands of people to seek his service. Robert W. Chambers started his exciting series about fascinating *Operator 13*.

SEPTEMBER

Katherine Brush, Warwick Deane and Zane Grey, to name but three of twenty-three, were contributors to this issue which stirred up newsstand sales in midst of a sleepy summer.

OCTOBER

Compared by many adequate critics to Joseph Conrad as a skilled depicter of life, Somerset Maugham began *Narrow Corner*. Lincoln Steffens' writing of the *World Depression* stimulated readers' minds, while Earl Musselman's *Whereas I was Blind, Now I See*, stirred their hearts—and Mary Randolph's *Inside the White House* continued to arouse their patriotic emotions.

NOVEMBER

The myriad readers of detective stories relied to the first instalment of S. S. Dine's *Kennel Murder Case*.

DECEMBER

Ida M. Tarbell, for many years an experienced observer, began in *The American Plan* to lay before our readers the outline of a new and better understanding between capital and labor.

BRING THESE RESULTS IN 1933

**MORE COPIES BOUGHT AT 25 CENTS
OVER THE NEWSSTANDS THAN OF
ANY OTHER MAGAZINE**

**MORE RENEWALS DIRECT FROM OLD
SUBSCRIBERS THAN EVER BEFORE**

**. . . INCREASED SCHEDULES FROM
PRESENT ADVERTISERS. . . INITIAL
ORDERS FROM 36 NEW ADVERTISERS.**

Cosmopolitan, in 1933, for reader and advertiser alike, is "Greater TODAY than yesterday . . . Greater TOMORROW than today . . ."

Hearst's International
combined with
Cosmopolitan

57th St. at 8th Ave., New York

NINE AND ONE HALF MILLION CIRCULATION

the returns began to drop I had been advised, we might have shifted our program ideas, and possibly saved the cumulative value of the program lost by its exit from the air.

Of the six concerns for whom I have covered large networks, four were administered by efficient advertising agency radio departments. Yet I visited the home office and factory of only one of the six. I met the firm's officer in charge of radio on one account only after I had been on the air six months, and that meeting occurred after the program was scheduled for cancellation.

There is, of course, a feeling on the part of the agencies that contact with artists should be left in the hands of the specialists in the agency radio department. As it is obviously the function of such departments to relieve the client of a maximum of detail, such a prac-

tice is largely justified. In that case, however, the agency's duty of representing the client would seem to include complete co-operation with the artist along the lines suggested above.

Nor am I by any means exceptional among broadcast artists. I know two or threescore whose sincerity and intelligence warrant the complete confidence of the advertiser. The Bernies, the Bennys, the Phil Cooks, the Alice Joys, the Ray Knights, the Boswells and the Stoopnagel-and-Budds are smart people.

Alloofness and an aura of austerity are never conducive to getting things done. And the business of broadcasting is complicated enough, heaven knows, so that those who face the microphone should be spared any sense of fuddlement as to where they stand with the boys who are footing the bills for the program.

Burlingham Engages in Farm Equipment Field

C. L. Burlingham, who has been Western manager of the Midwest Farm Paper Unit, Inc., has joined the James Manufacturing Company, Ft. Atkinson, Wis., and will have charge of that company's structures department. The James organization has enlarged its farm equipment line to include the marketing of steel barns, silos and crop containers. Mr. Burlingham was formerly Western manager of Standard Farm Papers and prior to that was publisher of *Breeder's Gazette*.

Gets More of Affiliated Products' Account

Blackett-Sample-Hummert, Inc., Chicago advertising agency, has been appointed to handle the newspaper and magazine advertising for Affiliated Products, Inc., of that city, in addition to radio advertising, which this agency has handled in the past. Subsidiaries of Affiliated Products include Neet, Inc., Edna Wallace Hopper, Inc., Kissproof, Inc., and Jo-Cur, Inc.

Ohio Papers Consolidate

The Findlay, Ohio, *Morning Republican* and the Findlay *Daily Courier*, evenings, have been consolidated. The combined papers, which have been under affiliated ownership for seven years, will be published as a single morning paper. J. N. Heminger is president of the Findlay Publishing Company. His son, R. L. Heminger, is editor of the *Republican*.

Lawn Mower Makers Plan Joint Campaign

Brooke, Smith & French, Inc., Detroit, has been appointed to direct a co-operative campaign which will be sponsored by a group of manufacturers of power mowers. Educational copy will be used in magazines as a means toward widening the market for power lawn mowers. The advertisements will be signed by the Moto Mower Co., Detroit, Coldwell Lawn Mower Co., Newburgh, N. Y., and the Power Lawn Mower Co., Lansing, Mich.

Bennett Becomes Partner in Needham, Louis & Brorby

Cecil F. Bennett has joined Needham, Louis & Brorby, Inc., Chicago advertising agency, as a partner. He was for six years president of the Otto J. Koch Advertising Agency, Milwaukee, and more recently was executive vice-president of the United States Advertising Corporation, with headquarters at Chicago.

Death of E. W. Houser

Edward W. Houser, for many years president of the Barnes-Crosby Company and connected with the engraving business in Chicago for forty years in all, died at that city last week, aged sixty. He served seven years as president of the American Photo Engravers Association and was a charter member and director of the Chicago Advertising Council.

Big

THE business company in Springfield force and drilled, paid been written to the new production preliminary campaign that year.

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Big Drive by Kelly-Springfield

THE most intensive drive for business in the history of the company is planned by the Kelly-Springfield Tire Company. Sales force and distributors have been drilled, patents and good-will have been written down from \$7,250,000 to the nominal sum of \$1, and a new product has been designed, all preliminaries to an advertising campaign that starts early in the new year.

"The decks have been cleared for action," declares William H. Lalley, president. "That action will take the form of a real drive for business." The main feature of the

campaign, he adds, will be an aggressive newspaper advertising program which will get under way soon.

"We expect to use all the newspaper and magazine space that good business judgment will permit," he states. "In that connection we have something new to advertise, our new registered tire 'The Fatigue-Proof.'"

Mr. Lalley refuses to indulge in prophecy as to the future. The company is concentrating on the present, making its big objective a drive which it believes should be productive of a large volume.

Automobile Advertising on Display

AUTOMOBILE advertising, as it was and is, will be on exhibition at the National Automobile Show to be held in New York next week.

The manufacturers who are exhibiting at the show have been invited to display, in a special section, some advertisements, either current or old. Each manufacturer will use two panels, one for the old and one for the new. It is expected that about forty advertisers will exhibit.

In its search for examples of early automobile advertising, the National Automobile Chamber of

Commerce has found many interesting pieces. There is considerable doubt as to who was the first automobile advertiser but so far as could be ascertained, the honor goes to the Duryea Motor Wagon Company of Springfield, Mass.

The Duryea was advertised in the first issue of the *Horseless Age* in 1895. In April 1926 the company ran what was probably the first illustrated automobile advertisement. A reproduction of this, as well as a number of other early advertisements, will be on exhibition at the show.

Faith in 1933

"WHEN management backs up its confidence with real dollars in advertising investments," Joseph M. Kraus, advertising manager of A. Stein & Company, writes *PRINTERS' INK*, "it's an important index to its thinking."

As an evidence of Stein's faith in the business to be had in 1933, the company concluded a three-day sales convention with the announcement that it intends to increase Paris garter advertising by at least 50 per cent.

"Business is coming back," Mr. Kraus told the convention. "But that does not mean that it is com-

ing back to the salesmen or to the companies content to sit with clasped hands in fond expectancy of its return. It is coming back to those who will do a man-sized job to bring it back.

"It means concrete courage on the part of the management, expressed in terms of business-building investments, aimed to help our dealers and distributors as well as to benefit ourselves. Such a program obviously includes the employment of adequate, judicious advertising."

The 1933 campaign will spotlight a new line of men's garters.



NEW YORK RO

HIGHLY significant of the responsiveness of the Journal readers is the fact that the Journal's Automotive Lineage increased 13.5% during 1932, as opposed to a 15% DECREASE for all New York newspapers.

NEW YORK JOURNAL

AMERICA'S GREATEST
EVENING NEWSPAPER

NATIONALLY REPRESENTED BY THE
RODNEY E. BOONE ORGANIZATION

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LISTEN to the voice of the city. Changing times quicken its tempo. Changing ways alter its tone. Yet, always, the roar of the city is the voice of **MASSED MILLIONS**. Buying power, buying habits, standards of value, fluctuate with passing years . . . but New York remains . . . the world's greatest market-place.

Here in this vast area, live more than 11,000,000 people. They eat, they live, they clothe themselves in their accustomed ways. In 1932, their food bill alone was over a Billion and a quarter dollars.

They refuse to give up their amusements . . . and pour \$20,000,000 **PER MONTH** into New York theatres for the privilege.

But, most of all, New York proves itself by its increasing Ownership of Automobiles.

New York Rolls On.

In the past two years, while

America cut its number of automobiles by 3%, New York increased by more than 4%.

Since 1926, New York passenger car registrations leaped 48% . . . while the country, as a whole, climbed only 16%.

In 1932, two New York tire distributors recorded *their biggest sales volume*.

Certainly, business is "off." But, in New York, the vast remaining business far outstrips the volume of a few years ago.

New Yorkers have money. The average family has \$2,387 in the Savings Bank. They have increased their savings by \$90,000,000 in the past year.

The New York Evening Journal is daily read by more than 600,000 of these average New York families . . . over 2,000,000 readers who have money to spend.

THE JOURNAL GOES MARCHING ON...

Meet The New Year With An Old Standby

It is good to have a New Year to
"start all over again" and it is good
to have an old standby like the

York, Pa. Gazette and Daily

to start out with—a newspaper that
enjoys the confidence and loyalty of
the good people of

York County Pennsylvania

to an extent rarely equalled in the
newspaper field. Facts and figures
from

HOWLAND & HOWLAND

National Representatives

New York
393 Seventh Ave.

Chicago
360 N. Michigan Ave.

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Blotter Contest Pulls Fifteen Per Cent Replies

And It Was Based on a Month-Old Mailing Piece and a Ridiculous Prize

By C. V. Putnam

Secretary, Reliance Electric & Engineering Co.

TO avoid being different we ran a contest recently. The background was as follows:

We endeavored to follow a plan of selective selling by industries. To generalize in such a case is to sacrifice interest. When we address the paper-mill man we like to use language and scenery with which he is familiar. This presents a problem of production costs in the preparation of suitable direct-mail material where lists may be from 800 to 1,500 names.

In seeking for a low-cost piece that might be made to do a fairly good job of contacting our entire list regularly, we turned to the blotter. To make this both general and specific we adopted the idea of the illustrated-news type.

The blotters are loaded to the limit with pictures (usually six), some merely with captions, others supplemented by condensed items regarding interesting uses of electric motors. They are mailed monthly and as a little incentive for

keeping them they carry the calendar for the current month.

Even those who are not accustomed to paying attention to advertising processes frequently marvel at the detail in such small illustrations on blotter stock. This is obtained by using the photo-gelatine process which avoids a screen. The type matter is run separately in two colors.

Our list is approximately 9,500. To produce upon an economical basis it is necessary to run three months at a time.

The make-up adopted permits us to do three things. (1) Show motors themselves in a variety of forms. (2) Emphasize details of design and methods of manufacture. (3) Show interesting applications in the various industries we cover.

This last point makes the piece specific. Of course no one is likely to read all of so much small type matter, but the steel-mill man spots a steel mill picture and the textile

man the textile machinery application.

We endeavor to have something for each often enough to maintain their interest. The material regarding the motors is brief and easily absorbed.

I am never surprised at the criticism that the blotters are loaded too heavily. My only answer is "there's a reason and it seems to work."

One blotter carried an inch-high picture of a machine for producing special shapes from metal strips at a high rate of speed. Included in the illustration were five exceedingly small hair-line outlines of sample shapes. We received a telegram, a long-distance phone call and five letters asking the address of the maker of this machine. Evidence of this character, supplemented by reports of salesmen, indicated that the blotters were serving the purpose for which they were designed.

Curtailed budgets in 1932 naturally caused the question mark to be applied to all advertising. In spite of the evidence available, there was enough difference of opinion regarding the various forms in use so that we felt it would be highly desirable to have a further check on the blotters.

The epidemic of contests gave us our cue and so, to get in step with the times, we decided to run a contest. Making use of the "argument-settling" idea (it's still good), we based our contest on the idea of seeking the blotters which "showed evidence of most consistent use and had absorbed the most ink." We thought the idea absurd enough so that few would take us too seriously, but at the same time offered prizes of sufficient value to inject the necessary seriousness.

The burlesque part was largely in the general prize. In trying to determine the last thing that most men might need, I thought a coat hanger answered the purpose best.

The contest announcement with "business-reply" envelope was en-

How would you like a new coat hanger?

Enter this argument-settling contest today



These monthly blotters have earned an argument. Our Sales Manager thinks I have an exaggerated idea as to their usefulness and advertising value. I have decided to ask for your help and let ink talk it in.

Big Prize Contest

Here's what I need for evidence and what you need to enter—

Last month's *Business Blotter* (August, 1932)

If you will loan the blotter, that's my favor. If it has absorbed a lot of ink through active use, that's all better. Please send blotter to me in the enclosed addressed envelope—no pay postage on reply.

The ink you use on our argument-settling contest.

A Prize for Everybody

Every winner gets a prize. Upon receipt of your blotter we will send you immediately one of our specially planned guaranteed coat hangers. You will also be entered for the three prizes to be awarded for blotters which show evidence of greatest use and have absorbed the most ink.

Three Grand Prizes

1. Desk Set consisting of Rubber Stamped Stationery Pad and Pencil with Oyster Box.
2. R & E Polyplast Duplex 10" Slide Rule with Leather Case.
3. A year's subscription to *Mid-Week Personal Magazine*.

Note these Contest Rules

1. Only blotters for August, 1932, are eligible.
2. Two blotters are okay, but less than half a blotter is not.
3. Copies of ink blotters do not count, but the ink will ink during the contest.
4. Grand Prizes will be awarded for the three blotters which show evidence of most consistent use and have absorbed the most ink.
5. Evidence that ink has been substantially present, as evidenced on blotter will disbar the entry.
6. Blotters must be mailed by midnight Thursday, September 13, 1932. Post immediately, with the preferred city from the top of this sheet.
7. In case of a tie, duplicate prizes will be awarded.

Judges are to be our Sales Managers, J. W. Green, and myself. We shall render an expert opinion and deliver.

C. L. Latham

Reflexion Electric & Engineering Co.
1070 Broadway Bld. Cleveland Ohio

This Is the Mailing Piece Used to Announce This Argument-Settling Contest

closed with the September blotter.

What were the results? They were most interesting and conclusive.

(1) Nine thousand five hundred August blotters had been mailed. One thousand four hundred were returned. To find that approximately 15 per cent of any form of direct-mail advertising is in existence thirty days after mailing, is in itself interesting. This also offers a chance for some more figuring. If 15 per cent came back, what part was this of the total in use?

(2) The blotters are used because they do a good job of blotting. Many like them because they blot on both sides.

(3) The monthly calendar is



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NO HORSE EVER PASSED ST. SIMON ON A TRACK!

England's unbeaten St. Simon was the world's king of horses, sire of a fast-clipping, time-destroying get. His descendants and himself brought over \$2,500,000 to his owners. Little wonder that lovers of the sport royal still doff their hats and bow before his hide hanging at Welbeck Abbey Farm.

His most famous victory: The Ascot Gold Cup, $2\frac{1}{2}$ miles, by 20 lengths. What a champion!

ANOTHER CHAMPION:

The Los Angeles Examiner. Successful battler for Boulder Dam, the \$220,000,000 Colorado River Aqueduct, the Greater Harbor Breakwater. More morning and Sunday circulation than any other newspaper in the West, carrier of the most General Display in Southern California, delivered to more homes than any paper in its territory, sold for more and worth it!

PUT YOUR MESSAGE BEFORE THE
MODERNS

LOS ANGELES EXAMINER
11th and BROADWAY
Los Angeles, California

Represented Nationally by Rodney E. Boone Organization

San Francisco
Chicago
Seattle

New York
Detroit
Atlanta

Rochester
Cleveland
Los Angeles

RACING HOME TO NORMALCY

Approximately 1,000 realty deals a day were made in Los Angeles County during November. Total, \$21,385,000!

Contract for the 13-mile San Jacinto tunnel, first step in the Colorado River Aqueduct job, has been let. Bid, \$7,331,316.

Pacific Coast building for November was higher than same month last year; and double October, this year. Los Angeles, as usual, led all cities by millions.

SUCCESS!

The Drug Market advertised the opening of its third store enthusiastically in The Examiner. 23,000 people came; so did the reserves. Business tripled in other 3 stores.

Barker Bros. devoted a small portion of an Examiner advertisement to electric grills. Sold out; reordered; last check-up, 1,500 sold.

\$5 Food Show exhibitors were asked by someone else than The Examiner, what Home Economics editor drew the best "buying" crowd. Prudence Penny drew 15 votes; the other two drew 8 and 5.

used. Some keep the entire blotter under their desk glass for this feature. One man clips off this portion to fit his check book, and so on.

(4) Many testified to interest in the items regarding equipment and application: Check marks and underlining also indicated this.

(5) A lot of blotters are kept in use over long periods. Blotters for 1929, 1930, 1931 were in the lot returned.

Letters, comments, poems, artwork, etc., came in profusion. Nothing could have impressed upon us more forcefully the fact that our mailing list represented not merely so many names, but a group of responsive, good-natured human beings.

I felt a bit shaky at times about the "coat hanger" idea for fear some of our friends might take me too seriously. Apparently it worked like any other gag—one thinks it a wow and the next thinks it sour.

One recipient, after razzing a salesman, confessed to having thrown the "coat hanger" into the waste basket with the thought "What a cheap trick!" Later he decided that it was too good a joke on him to keep, so dug it out, displayed it and let the crowd laugh at him.

The come-backs were plenty but good-natured.

Naturally we have received inquiries regarding the results of our contest from others who are using blotters or are considering them. I believe that in any use of blotters these conditions should be remembered as important: (1) These blotters are designed to serve a particular purpose and are sent to a mailing list carefully selected and maintained. (2) They have been sent every month since 1929. (3) They contain information designed to be interesting and helpful. (4) The method of production makes them a bit different.

Magazine Studies Released

The second yearly editions of the Association of National Advertisers' studies of magazine circulation have been issued. They consist of three studies, including a comparative analysis of circulations of three groups of magazines: six women's publications, five weeklies and five monthly magazines. They bring up to date similar studies made for 1930 and 1931. Copies are available for purchase by other than A. N. A. members.

Changes in Yale & Towne

Walter C. Allen, formerly president of the Yale & Towne Manufacturing Company, Hartford, Conn., has been made chairman of the board, succeeding Congressman Schuyler Merritt, who continues as a member. W. Gibson Carey, formerly vice-president and treasurer, has been elected president.

Nu-Grape Receivership

The Nu-Grape Company of America was placed in receivership in Federal Court, Atlanta, last week with A. A. Baumstark as receiver. Petitioners were the Erie Brewing Company, Erie, Pa., the Harvey-Massengale Company, Atlanta advertising agency and Louis Morrison.

Directs Fortiphone Account

Mager & Gougelmann, Inc., Chicago, United States distributor of Fortiphone products, has appointed Churchill-Hall, Inc., New York, to direct its advertising account.

Shellmar Expands

The Shellmar Products Company, Chicago, specialist in printing on Cellophane, has acquired the Transparent Packaging and Printing Company, New York. The latter will be operated as the Transparent division of the Shellmar company and will be established in a new plant at West New York, N. J. John Smith, who was president of the Transparent company, is now associated with Shellmar.

General Timber Appoints

General Timber Service, Inc., St. Paul, has appointed The Buchen Company, Chicago, to direct the advertising of its Balsam Wood and Nuwood products. Needham, Louis & Brorby, Inc., also of Chicago, has been appointed to direct the advertising of the Four Square Lumber division of General Timber Service.

Death of R. E. Copeland

Reuben E. Copeland publisher of *Intercollegiate Sports*, New York, died recently as a result of swallowing a turkey bone. He was forty-four years old. Mr. Copeland was at one time with the Fairchild Publications and for eight years advertising manager of Maurice Reutner, dress manufacturer.

Mears Adds to Staff

Woody Klose, formerly production and program director of KMOX, St. Louis, has joined Mortimer W. Mears, Inc., advertising agency of that city, as radio director.

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The buying power of America is still in her hands.
She is a member of the Creative Market, dominated by

HARPER'S BAZAAR



It was her response to the advertising she saw in
Harper's Bazaar that put it at the top of the list with the

greatest advertising lineage of all

monthly magazines in America in 1932

The Creative Market is comprised of those smart, wealthy, influential persons who set the pace for the world . . . the Inner Circle. Their endorsement and use of a product gives it the impetus that creates a buying habit of it in the Outer Circle. The Inner Circle has money and spends it for the best, always. And the best is to be found in Harper's Bazaar. It has been so since 1867. It will be so in 1933.

FOR

To many of America's largest advertisers, the spectacular growth of Collier's has a very real significance. Collier's is a publication that has no equal in circulation.

Through sheer editorial merit it has won a position that makes it the logical key medium for winning the American public to a sound idea or a good product. What appears in Collier's is carefully thought out.

In its fight for those things which contribute to the best interest of the people, Collier's has never wavered. Its editorials are carefully discussed and

It has made enemies. It has been denounced on the floor of Congress. It has been subjected to violent attacks of individuals. It has been threatened and sued. In homes, in schools, in places where ideas grow up

And it has earned and won the respect of the aggressive, open-minded, youthful-thinking American citizens whose greatest interest, like that of Collier's, is the common good. The driving force behind Collier's is the leading and most useful, modern people of America.

We believe that in Collier's a new leader has appeared among magazines—a leader, designated as such by a modern-minded American public.

THE CROWELL PUBLISHING COMPANY

FORCE

Collier's is read today with an intensity of interest that has no parallel among publications of large circulation.

What appears in Collier's is the theme of American thought.

Its editorials and articles are reprinted, quoted, argued, discussed and preached.

In homes, in stores, in clubs, in Pullman cars, these ideas grow until they reach the nation.

The driving force of Collier's influence marks it as the leading publication to carry the advertising of useful, modern products to the alert, active, intelligent people of America.

Collier's

☆ THE NATIONAL WEEKLY ☆

Give Dealers Window Displays They Really Want

Elgin Discovered That the Pieces It Had Been Furnishing Were Too Elaborate

By Frank R. Brodsky

Advertising Manager, Elgin National Watch Company

UNTIL recent years we followed the plan of giving dealers the kind of window displays that we figured were appropriate to match the quality and character of our product, using, mainly our own ideas in developing these displays.

Then, about two years ago, we asked 1,000 dealers what kind of window displays they would prefer to have—and now we are able to give them what they want at a big saving in the cost of running this department.

In fact, whereas we were supplying about 15,000 displays a year, now we are supplying 70,000 at about one-third the cost of the 15,000—for our dealers told us emphatically that they did not want such fine window displays, mainly because they did not know what to do with them after using them for a week or two. They did not want to throw them away, nor did they want to save them for repeat use. Such fine displays seemed to them to be a waste of good money. They'd prefer less expensive displays and more of them through the year.

And they were expensive displays, many of them costing us from \$15 to \$20 each. They were wrought in glass and metal, and were large enough to dominate the merchant's window, several feet in height and width, with

forms for displaying many models of our product. True, some few of the dealers liked these big, expensive displays, and we still have a dozen of them a year, but we travel them around from store to store.



Dealers Like This Six-Color Cardboard Display with Platforms for the Product

In our survey we found that nearly all the dealers preferred smaller displays and more of them.

Our salesmen put definite questions to the dealers. The consensus of opinion among the jewelers was that our displays should not be over twenty inches in height, sixteen inches in width, and eight inches deep—of a size that would not obstruct the lookers' view of

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other things in the window. They did not want the display of one product to dominate the window.

But they did want the Elgin watch display to be as attractive as would be consistent with throwing it away when they had used it for a week. They wanted it to embody human interest and warmth, wanted pictures or cut-outs of heads, faces, people; wanted action, if possible. They also wanted attractive color combinations, their preference being for blue and gold. They also liked special lighting for the display, in-

cluding the flasher type of lighting. And they wanted the display pieces to have shelves and spaces for accommodating the actual merchandise.

Now we give them what they want—at less than one-twentieth the cost of the grandiloquent displays of former years. But they are better displays for the purpose, mainly of the lithographed flasher type.

Ninety per cent of our dealers like them better because they can throw them away after using them, with a free and easy conscience!



Bank Advertising Not to Fall Off in 1933

IN contrast to the downward trend of the last three years, most financial institutions in 1933 will maintain their advertising appropriations at the previous year's level; and some will operate under increased advertising budgets this year. This is indicated in a survey of the membership of the Financial Advertisers Association made under the direction of Preston Reed, executive secretary of the association.

Of the 132 banks, trust companies and investment houses that have returned questionnaires to date, eighty will spend for advertising in 1933 substantially the same amount as in 1932. Thirteen will

increase their expenditures this year and thirty-nine will decrease them.

The ratio of maintained expenditures is particularly high in banks having resources of over \$100,000,000. In this group fifteen institutions will duplicate last year's budget. Three will decrease their appropriations and there will be no increases. For banks with resources between \$10,000,000 and \$100,000,000 there will be forty-three maintained budgets, six increases and twenty-five decreases. In the group with resources up to \$10,000,000, eighteen will maintain expenditures, seven will increase and eleven will curtail.



New Spanish Paper

La Informacion is a new Spanish language newspaper published at New York by the La Informacion Publishing Corporation, 350 Hudson Street. Guerra Everett is president and José Matienzo is editor-in-chief. It will be published daily except Monday and will give special attention to happenings in Hispano-America and Spain.

Appoint Paris & Peart

The Great Atlantic & Pacific Tea Company, New York, has appointed Paris & Peart, of that city, to direct all advertising activities, including newspaper, magazine and radio advertising. The Canada's Pride Products Company, Inc., New York, has also appointed Paris & Peart to direct the advertising of Johnson's Milco-Malt.

J. W. Valiant Advanced by Harris-Seybold-Potter

J. W. Valiant, for many years with the Harris-Seybold-Potter Company, Cleveland, printing equipment, has been elected vice-president. He will continue in charge of sales of Harris products for the Eastern district, with headquarters at New York.

John Guernsey Joins "Retail Ledger"

John Guernsey, who was in charge of the Retail Census of the Department of Commerce, has been appointed editorial and research director of the *Retail Ledger*, Philadelphia. He will continue his connection with the Department of Commerce in an advisory capacity.

A 1933 Message to A



Seven Days Make a Week

—why advertisers should care about
Sunday circulation in Boston

If your week-day reader takes two or more papers daily and continues only one of them on Sunday, does that concern you? Of what significance is a constant seven-day circulation if you don't use the seventh day in your advertising?

It's extremely significant to any advertiser who wants to strike home in the Boston Market. Here are seven daily papers. Three of them carry the bulk of the advertising. All three have large daily circulations. On Sunday, in Metropolitan Boston, one of the three loses a third of its daily readers; another loses nearly two-thirds. The remaining paper—the Globe—holds its week-day audience practically intact on Sunday. The AAAA Survey also proves that the duplication

between the Morning and Evening Globe is negligible.

Seven-day advertising figures are also important in considering the Boston field. The Sunday Globe is the outstanding medium of Boston merchants for business on Monday, which in Boston is one of the best shopping days in the week. In the Boston Shopping District the sale of the Daily Globe practically equals that of the Sunday.

The only way to measure the circulation of daily papers in a city where all papers have Daily and Sunday editions is by the Sunday distribution. In the Metropolitan Boston District the Daily Globe's sale is practically equal to that of the Sunday.

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Advertisers

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THE BOSTON GLOBE is published morning and evening during the week, and on Sunday.

There is practically no duplication in the circulation of the Morning Globe and Evening Globe. Nobody buys two Globes a day, because the morning and evening editions have exactly the same editorial, comic and magazine features. The AAAA Survey proves that the duplication between the Morning and Evening Globe is negligible.

The Metropolitan Boston circulation of the Daily Globe (and this is the important point for space-buyers to remember) is almost exactly the same as that of the Sunday Globe—not one-third more, not two-thirds more, as in the case of other Boston newspapers, but **THE SAME**.

BUSINESS WANTED IN 1933?

Advertise in the Daily and Sunday

BOSTON GLOBE

Booklets Help Revive Failing Faith of Implement Dealers

This Campaign Is Based on Thought That What Retailers Need These Days Is Instruction in Fundamentals

TWELVE booklets. Sent to all Massey-Harris Company, Inc., dealers, to local bankers in towns where company has or desires representation and to prospective dealers. Ten booklets deal with the dealers' problems in an impartial way. The other two deal with the company's side of the story.

The ten general booklets discuss, without mentioning the company's own products, such helpful subjects as "Successful Operation of an Implement Business," "Farmer Credits and Collections," "Enlisting the Aid of the Local Banker," "How Discounts Increase Profits," "Prospect Lists and Their Use," "Importance of Proper Display," "Local Advertising as a Trade Stimulant," "The Fallacy of Trade-In Allowances," "Service as a Business Builder," and "Co-operation with the Manufacturer."

The business principles set down are sound for any farm implement dealer.

Lindsay M. Donaldson, vice-president and general manager of Massey-Harris, under whose name all of the little volumes appear, talks fundamentals. There is no advertising for the company, except indirectly, in the ten general booklets.

In the two others, "The Massey-Harris Organization" and "The Massey-Harris Franchise" the dealers' problems are discussed from the viewpoint of the advantages and opportunities to be gained through association with the company. The first of these two was mailed with the first general booklet on December 5. The second accompanied the second general booklet on December 20. The eight remaining are going out at fifteen day intervals unaccompanied by any other word about Massey-Harris, except as appears on the front and back covers and on the letterhead accompanying each.

Explaining the purpose of the

program, F. A. Jackson, general sales manager, says:

"During the last three years there has been an alarming mortality rate among the farm implement dealers and, furthermore, there has been a very definite feeling of discouragement on the part of many of those dealers who have remained in business.

"The causes and effects of these conditions are many, but there are a certain few fundamental causes that we believe can be brought to the dealer's attention and at least partially corrected.

"We, of course, realize that the farmer has been selling his commodities on a falling market and that at present prices he is not receiving production costs. At the same time, we realize that this condition cannot continue. Such being the case, we feel that it is of utmost importance to try to restore certain fundamental principles in the farm implement dealer's selling set-up so that when the farmer is in a position to buy, the dealer will be equipped to operate and supply his demands, and at the same time make money.

Guidance on Fundamentals Has Been Lacking

"So far as we can ascertain, there has been no definite effort on the part of the manufacturers in this field in the past to enunciate sound selling policies for all dealers, regardless of whose particular product they sell. There have been attempts through house organs to set particular dealer organizations on a correct business footing but it has been, taken by and large, really a selfish effort.

"Having placed our own house in order, and taken out unnecessary expense, and at the same time having increased our selling efficiency, we feel that the dealers should do the same. It was with this in mind that we got out our booklets.

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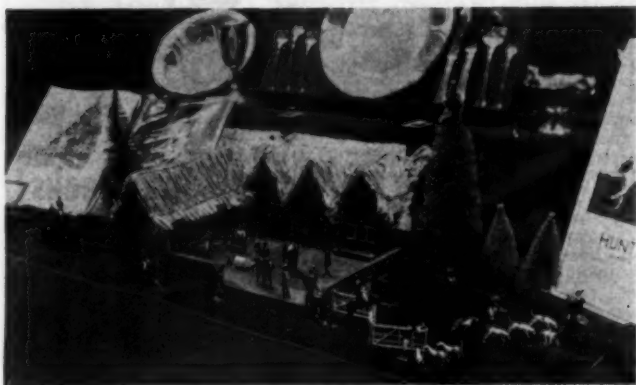
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"While we consider that the principles set forth in these booklets are sound and will apply to an implement dealer who handles any manufacturer's goods, we have, of course, as our ultimate aim, the acquisition of additional dealers which will mean an increase in our sales."

The number of replies received to date has been most gratifying. This is particularly true in the case of local bankers who have sent names of prospective dealers whom they would like to have receive the booklets. Inquiries have also been received from firms who desire to get into the implement business.

* * *

Yoicks!



A MINIATURE estate, with a real thatched roof, is the 1933 window display idea that The Gorham Company has evolved for dealers of Hunt Club Gorham Sterling.

Hedges and fir trees were procured from florists' supply houses and the hostlers, riders, horses and dogs in lead are done in full color. A green plush ground cloth adds to the atmosphere and gives the display manager of the jewelry store a chance to arrange the set-up to meet his allotted space. The company's de luxe catalog on the left and a show card on the right com-

plete the story the display has to tell.

A hunter's pink flannel backdrop goes with the display. A conventional fox head cut from white felt is carefully stitched on, with the eyes cut out to show the color of the backdrop through.

These displays are being routed from the nearest district offices over the territory, each jeweler paying the incoming express charges for the display, compactly boxed. Going from city to city, the display is not expensive and is being generally booked for a solid week.

* * *

Death of D. A. Besse

David A. Besse, space buyer of the Wood, Putnam & Wood Company, Boston advertising agency, died recently at Wilmington, Mass. He had been with the Wood, Putnam & Wood Company for thirty years.

* * *

Moore Elects Spicer

Charles F. Spicer has been elected vice-president of the Moore Corporation, Joliet, Ill., cooking and heating appliances. Mr. Spicer, who has been with the company for many years, will also act as sales counselor.

Turns Depression Handicap into Sales Asset

Selling Winter Vacations, 1933 Style

"I'VE never been so worn out in my life."

"If that telephone rings again, I'll go crazy."

"I'd like to chuck the whole thing and just disappear."

Symptoms of the depression jitters, heard everywhere. Maybe a little exaggeration in these familiar remarks, but a generous measure of heartfelt sincerity, too.

Applying its own particular stethoscope to the battered American solar plexus, the All-Year Club of Southern California finds that the current economic stress is not, after all, an insurmountable obstacle to this community advertising organization's immediate problem—that of selling a winter vacation which is ordinarily viewed as a considerable luxury.

The depression, normally a sales handicap, is turned into a sales asset. True, a winter vacation costs money. But not as much as you probably think. And there's no question about the fact that the strains and stresses of today are too much for many constitutions.

A change of scene, new interest, new horizons, a dose of rest and play and sunshine is a good investment.

The All-Year Club expresses these thoughts in its current copy,



a new man in 2 weeks!
"and they said I was due for a breakdown"

Just what the nation's business men said:
"Hard work and constant worry had me down. My nerves were shot. My doctor told me I needed more rest than mere sleep could provide in other words, a complete change, new environment, new interests."
"I hadn't had a real vacation in a long time - (oh I had one coming. It wasn't hard to arrange to be away from the office - I wasn't doing any self-sacrificing there anyway. So I let

and rims of getting here, have now been further drastically reduced. (The vast hotel transportation agents for details of reduced rates).
Have to enjoy because in no other single resort, visitors will see, are there so many ways to have a good time. Take your pick. Sun-soaked beaches. Lying bright pleasure-islands across the foaming blue Pacific. Or snow-crowned



Long Beach, Santa Monica, Beverly Hills, Pomona - scores of others. It's all yours to enjoy, this winter - an experience you'll remember so long as you live.

FREE - 75-page Vacation Book
To help you plan, we offer free one of the most complete vacation books ever published - one of the year's 75 pages, 150 interesting pictures, photographs, maps, information.

adding the suggestion that here is one investment nobody can ever take away from you.

The copy of course goes on to point out the unique variety of recreational attractions that can be found in Southern California, and lays special emphasis on reductions in costs. Then a new vacation book is offered, detailing what to see and do, itemized costs, route information and so on, answering all the prospective visitor's questions.

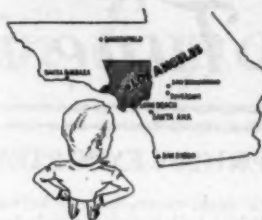
Inquiry response has been unusually heavy and the actual volume of tourists is still within about 4 per cent of the 1929 level.

Ashley with Silberstein

Arthur H. Ashley, formerly in charge of the radio division of the William Morris Theatrical Agency, has joined Alfred J. Silberstein, Inc., New York advertising agency, in charge of its radio department.

Nassau Papers to Unite

The Nassau Daily Review, Freeport, N. Y., has purchased the Nassau Daily Star. Plans call for the merger of the two papers in about a month when the Star will be discontinued. James E. Stiles is publisher of the Review.



You *must* know this about the Southern California Market:

The Southern California Market has a population of 4,042,875 and makes annual retail purchases of \$1,760,100,000

There are eight distinctive Trading Centers in this market, including over 95 per cent of the population of the entire area. IT IS IMPOSSIBLE TO COVER THOROUGHLY THESE EIGHT WIDELY SEPARATED MARKETS BY ADVERTISING APPEARING IN ONE OR TWO OR EVEN ALL OF THE LOS ANGELES PAPERS, because of the dominating coverage of each Center by its local papers.

Shrewd advertisers, familiar with these facts, are confining their advertising to the newspaper which most thoroughly covers each Center.

Three fourths of the population of Southern California is concentrated in Los Angeles County, nearly all of it within 40 miles from the center of the City of Los Angeles.

The one dominating advertising medium in this Los Angeles area is The Evening Herald and Express. With a total circulation of 268,402, of which 95.4 per cent is concentrated right in Los Angeles city and its immediate suburbs, it offers the advertiser the most effective and economical coverage available in this field.

As a result this newspaper carries—and has carried for years—more display advertising—both local and national—than any other Daily Newspaper, not only in Los Angeles, but in the entire West.

LOS ANGELES EVENING
HERALD AND Express

NATIONAL REPRESENTATIVES:
PAUL BLOCK AND ASSOCIATES

NEW YORK

CHICAGO
PHILADELPHIA

LOS ANGELES

DETROIT
SAN FRANCISCO

BOSTON



Tune in on

Broadcast by AMERICAN EXPORTER

IN pointing out to advertising managers and advertising agencies, as we often have to, that business abroad is not as specialized as in this country, one of our most popular examples is the firm of Dada-Dada & Co., of El Salvador, Central America. They represent Studebaker, Atwater Kent, Dixie cups, Norwalk tires, and British American Tobacco Co. . . . Well, Jorge Dada has recently been visiting the United States and dropped in to see us. . . . His mission this time included producing a motion picture he has written and composed the music for and also singing over the radio, Station WEA. . . . Is there no limit to the versatility of these importers?

...

Incidentally, Mr. Dada placed one order through the interposition of our service department which brought this note from the sales manager of the lucky company: "I want to say in connection with this order that I think your part in this transaction was far from small, and that we fully appreciate your invaluable help and recommendation. A fellow certainly buys a flock of service when he takes some space in the advertising pages of American Exporter."

...

It is hard to reconcile the "Buy British" campaign with the fact that although radio is perhaps the brightest spot in American exports, yet in a recent month the largest single market for American radio sets was the United Kingdom. . . . But export is filled

with such contradictions between political ballyhoo and the facts of economic life. . . . One of our radio advertisers told us enthusiastically of his new distributor in England. . . . It is his distributor in the Irish Free State who, finding time hanging on his hands because of the Irish tariff on British automobiles, which he also distributes, has branched out in England selling American made radios. . . . It's an ill wind that blows nobody good.

...

Shanghai is another place that upsets the dogmatic. . . . O. N. Wilton of Bell & Howell, motion picture cameras, told us the other day that there are more big spenders to the square inch in Shanghai than any overseas city in the world. . . . Mr. Wilton also told us that the first order he received from his American Exporter campaign, started four months ago, came from a Reo distributor in Cali, Colombia. . . . Proving once more that American Exporter readers are both merchants and business-consumers. . . . And speaking of Shanghai, one of our advertisers sold 14,000 units of a very expensive article, more or less of a luxury item, there this past year and only 20% of the sales were to Americans or Europeans. . . . And, speaking of "Buy British," this same advertiser reports Christmas window displays of his products by five department stores in London. . . . Our circulation includes approximately 1000 leading department stores abroad. . . . One of them, El Siglo, Barcelona, Spain, burned up recently and the toy stock alone was estimated by

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World's Largest Export Journal

the newspaper correspondents at one million dollars. . . . Another, the Myer Emporium in Melbourne, Australia, made a profit this year of £206,275, an increase of £51,980 over last year. And after looking things over in the United States and Europe, Sidney Myer, governing director, called his staff together the other day and announced that he was proceeding with an extension of premises to cost £200,000 and to be opened next September. . . . Did you notice that article in *Printers' Ink* recently about Outdoor Girl cosmetics now being distributed in 37 countries? . . . Copy first appeared in the *American Exporter* a year ago and Mr. Picker has gone on record as to our effective share in the achievement. . . . But deeds speak louder than words. . . . Meaning in this case more *American Exporter* space ordered for 1933 by Mr. Picker.

* * *

Beginning with the inside back cover in colors in our 55th Annual Review Issue. . . . Believe it or not, we exceeded our own quota on that issue. . . . Man lives not by bread alone and it is the class of advertisers more than the revenue (which is not to be sneezed at, at that) which filled our hearts with pride at Yuletide as a whole navy of mail vessels slipped away with copies bound for faraway ports. . . . Lots of good reading matter in it, too. . . . We will not bore you with statistics except for one item. . . . Namely, that in the past three years of depression the value of electrical goods and equipment exported from the United States was

\$263,165,199. . . . So don't underestimate the importance of export.

* * *

Our new contracts received during the past 30 days indicate that the shrewdest advertisers are not doing so. . . . People like Armstrong Cork, Scott Tissue, Stewart-Warner, Willard Battery, Waco Aircraft, Macbeth-Evans Glassware, Auburn Automobile, Gibson Refrigerator, Stewart Truck, Willys-Overland, Kermath Engine, Scott Radio, Atlas Powder, Canadian Pacific Steamships, and Greenfield Tap & Die can't all be wrong.

370 Seventh Avenue
New York



We Can Spare
About ten copies of this issue to really serious minded manufacturers or their agencies.

In 1932

—THE ATLANTA GEORGIAN AND SUNDAY AMERICAN materially increased their local field percentages and increased the number of local accounts from whom copy was carried, and **actually showed a slight increase in Retail Display Advertising Lineage!**

In 1933

—THE ATLANTA GEORGIAN AND SUNDAY AMERICAN, with many divisions of circulation at peak points, offer advertisers the opportunity to contact a greater number of potential customers—people who have money to spend **and are spending it**—than can be reached through any other medium in the Atlanta territory.

Use the advertising columns of The Atlanta Georgian and Sunday American throughout 1933 to help make it

A Happy New Year for You!

Federal Reserve statistics show Atlanta retail trade index figures almost double those of any other Southern city.

RODNEY E. BOONE ORGANIZATION

National Representatives

New York . . . Philadelphia . . . Boston . . . Chicago
Detroit . . . Cleveland . . . Rochester . . . Atlanta
San Francisco . . . Los Angeles . . . Seattle

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School on Wheels Stimulates Jobber Interest

It Also Teaches Service Men, Develops "Sustained Buying" and Reduces Cost of Selling

By M. T. Rogers

Vice-President, Multibestos Company

ONE day last summer I was standing in front of the store of one of our jobbers, talking with the sales manager. Around the corner came a panel delivery car with the sides attractively painted: "Multibestos Brake Service Institute—Car No. 8," with the driver dressed in a suit of overalls, ready to go to work. It stopped in front of us.

"There, Mr. Jobber," I said, "is the answer to your request for help in selling brake lining."

I have known that sales manager for years. While our house has sold him regularly, I never before saw him take so much real interest in anything that we presented. He looked it all over carefully and then said: "What's inside—and what do you do with it?" The driver jumped out and we started our demonstration. This, in part, is what I said:

"Here, on these two shelves, are the models of eight brakes. We can pull these out and fit these legs to them so that they will make an excellent display in your showroom or so they can be seen readily at a meeting. The models are painted black and white, to make contrasts so that it is easy to point out adjustment nuts, springs, and other parts. They are exact working models of all the brakes used by passenger cars today and are used to point out to garage men the best methods of adjusting brakes.

"Here are pieces of small equipment best suited for doing good brake work. Here is a panel showing the small tools necessary in a brake shop (the very tools you sell). Here are some large photographs of the heavier pieces of brake equipment which are too large to carry around. Here is

our brake service chart, which we sell to garage men for 25 cents. Here is a complete supply of advertising matter. And in the front compartment is some brake lining, which we carry for emergency jobs.

"It is a complete brake school on wheels, and it is at your service for the next three days. Here is how you can use it:

"(1) Send the driver out on trouble jobs alone.

"(2) Send your salesman out with him to call on prospects. The truck attracts attention everywhere and they'll get an audience on brake lining where they were never able to break the ice before.

"(3) Set the models up in your showroom, arrange a complete display of your brake equipment and let our man work right there for the whole period. If you enjoy a good counter trade, he'll show your customers more about brakes and brake lining while they are waiting for deliveries than they ordinarily will learn in weeks of effort.

Putting on an "Institute Meeting"

"(4) Put on a clinic each evening and invite the trade in. Our man has been carefully trained. Not only does he know brakes, but he has been trained to address meetings and put the story across by 'mass selling.' Wherever we have held these 'institute meetings,' jobbers have wanted us to come back.

"(5) At the clinics, offer to have the brake man call the next day on any dealers having trouble, no matter what lining they are using. At the meetings we do not discuss the merits of our own products; we discuss brakes and brake service. We can talk lining



In Half an Hour, the Brake-Expert-Driver Can Set Up the Truck's Display of Brake Models, Tools, Brake Diagrams and Equipment Photographs

at a later time on the "follow-up."

* * *

This is a brief picture of the Multibestos Brake Service Institute, a merchandising plan developed by our company to accomplish these things:

(1) Teach service men more about brakes.

(2) Arouse greater interest of jobbers and their salesmen in the sale of brake lining.

(3) Develop "sustained buying" of our line.

(4) Reduce the cost of selling.

With the automotive jobber, replacement brake lining is a main line. In the boom times of four to six years ago it stood third in profit and fourth in volume. The change from external to internal brakes, however, did two things to the replacement market: It reduced the total market and it created a type of specialized brake service station which has grown in importance so that many are now buying direct from the manufacturer—and the jobber is being eliminated.

The average mechanic who could quickly re-line a set of external brakes has not the equipment nor, in many cases, the knowledge to re-line and adjust present-day internal brakes. Nor do many car

dealers attempt to maintain expert brake men in their service departments. They send their jobs instead to the specialized service station. The brake lining distributed by jobbers is no longer sold in rolls but is sold attached to shoes which their customers bring in to have re-lined.

Our problem was to reach those customers, so that they would demand our products, and then to follow through to be sure that the shoes were properly applied and adjusted so that our brake lining would perform satisfactorily. The Institute Trucks, with their models, equipment and instruction charts handled by an expert brake man, have surely helped to develop better brake mechanics. Of that we are certain.

We have depended on the display value of the trucks, the showmanship at the meetings and the individual work done with jobbers' salesmen, who ride in the truck, to arouse greater interest. A jobber's salesman has so many things to handle that he can't be criticized for neglecting some. It isn't so much competition with other brake lining manufacturers as it is competition with other lines in the automotive industry.

If a salesman will spend a day

with a safe for something many.

If we substitute custom that meeting been to them over 40.

We stitute interest because able to in that interest.

Sust cult pr like t they ru someh brake ufactu they b To

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with our Institute Truck, it's a safe bet he will talk brake lining for some time, and he will learn something about brakes from the many demonstrations made.

If we can stage a successful Institute meeting for the jobbers' customers, we drive home the idea that much harder. We have held meetings where the attendance has been twenty-five, and we've held them where we have addressed over 400 men at once.

We are confident that our Institute Trucks have aroused more interest in brake lining sales, and because of their mobility, we are able to follow up periodically and, in that way, maintain this aroused interest.

Sustained buying is a more difficult problem. Service men seem to like to experiment. Sometimes they run into trouble, often due to something entirely apart from the brake lining, and try another manufacturer's product. Occasionally they buy on price.

To keep our line and our ser-

vice constantly before them, we have published a "Hand Book for Brake Service," which contains the information shown on the instruction chart, along with specification data on the different brakes, and figures showing the time it should require to service brakes.

This book is supplied only at the request of the jobber's salesman. When he sends in his customer's name, we register the book, imprint the customer's name and send the book to the jobber, for his salesman to deliver. Additional bulletins are sent out in the same way, and at each call the jobber's salesman can make sure that his customer is using Multibestos.

The Institute Trucks have been an interesting experiment. Some criticism has been offered that our work has helped competitors as well as ourselves. But in the last analysis, the better the industry in general, the better will be our own business if we follow through properly.

Light on a New Year Slogan

PASADENA, CALIF.

Editor of PRINTERS' INK:

Fifty years ago this month, I was having an advertising circular printed in J. W. Johnston's office at 22 Beekman Street, New York. The job was complete but lacked a suitable heading. Johnston remarked, "Hurry up if you want the job today."

I took a slip of paper and wrote "Start the New Year Right."

Since then, it has been used about this time of year, ten thousand times. I do not claim that it was original with me. It came instantly to mind on the spur of the moment. The slogan certainly has been a durable one all these years.

A. D. PORTER.

Van Horsen with Dorothy Gray

J. M. Van Horsen, formerly director of the Modess division of Johnson & Johnson, New Brunswick, N. J., has been appointed general manager of Dorothy Gray, New York.

Hat Account to Glicksman

The Breez-Way Company, New York, summer hats for men and women, has appointed the Glicksman Advertising Company, Inc., of that city, to direct its advertising account. Magazines, business papers and direct mail will be used.

Norfolk Papers Consolidate

The Norfolk, Va., *Ledger-Dispatch* and the *Norfolk Virginian-Pilot* have been consolidated. Norfolk Newspapers, Inc., has been formed as owner and operator of the two newspapers. S. L. Slover is chairman of the board of directors and P. S. Huber is president.

Other officers are: Frederick Lewis, vice-president and treasurer; W. S. Wilkinson, vice-president, and Henry S. Lewis, secretary and assistant treasurer. The board of directors includes the above officers and Louis I. Jaffe, Douglas S. Gordon, L. R. Sargent and W. S. Glennan.

The two newspapers will be continued separately as heretofore with Mr. Wilkinson as general manager of the *Virginian-Pilot* and Mr. Huber as general manager of the *Ledger-Dispatch*.

Death of Ren Mulford, Jr.

Ren Mulford, Jr., well-known Cincinnati advertising writer, died December 30 at that city, aged seventy-two. He was a member of the staff of the Thompson-Koch Company, advertising agency. He formerly was a newspaper sports writer of prominence.

Cement Group Appoints Buchen

The Portland Cement Association, Chicago, has appointed The Buchen Company, advertising agency of that city, to handle its advertising account.

These Letters Build Dealer Support and Co-operation

Follow-Through Is an Essential Part of Sales-Building Wolverine Retailer Program

By Don Gridley

FOLLOW-THROUGH should be an essential part of any manufacturer's program of dealer co-operation. It is lack of this important element that slows down many an otherwise effective program.

The Wolverine Shoe & Tanning Corp., manufacturer of Wolverine Shell Horsehide Shoes, makes an excellent use of the follow-through principle—and employs letters as a basis of its activities.

Like many other companies, it wants to give dealers every co-operation in the preparation of local advertising. This co-operation consists not only of the planning of advertising but also of giving the retailer a picture of what the advertising will do for him locally.

Finally, comes the element of follow-through. Many companies, when they receive from dealers samples of advertising, acknowledge these samples with brief letters or make no acknowledgment whatever. This shoe company, on the other hand, sees in the dealer's advertising activity an opportunity to encourage him to further efforts.

Therefore, it has prepared a group of letters to be sent to any dealer who advertises the company's products and then sends in his sample of the advertising.

One of these letters follows:

"More people mean more sales."

From your recent advertisement in your local paper on Wolverine Shell Horsehide Shoes, we're mighty glad to see that you are reaching "more people" because we know it will mean more sales to you.

As a good Wolverine merchant in New York State wrote us—"I have been surprised to find that a customer asking for a cheap pair of shoes will buy a higher-priced pair when they get the inside dope. The Shell, the wearing qualities and soft drying are the high points."

Giving some of the "inside dope" to your prospects through your local advertising will bring them to your store, when you can then make profitable sales and build repeat customers.

Note how much this letter goes beyond pure acknowledgment. Not only does its cordial tone express gratification and appreciation, but also the letter is so phrased that the dealer is encouraged to continue his activities.

Another letter in the group uses the follow-through principle to give the dealer some suggestions for future advertising:

Just a line to acknowledge your recent advertisement in your local paper, which we felt was mighty fine.

As a suggestion for some future ad, here is one used by the Wolverine dealer in Portland, Pa. We think it is good advertising, don't you?

Nutley, N. J.,

DEAR MR. EFFROSS:

When I bought my first pair of Wolverine Horsehide shoes from you in August, 1930, you told me that the shoes are guaranteed to walk 1,000 miles. As a letter-carrier in Nutley, N. J., I walk at the rate of sixteen miles per day and I wear the shoes 296 days, a total of 4,636 miles.

On August, 1931, I bought the second pair of Wolverine shoes from you and am still wearing them—344 days, making a total of 5,504 miles with one extra sole. Before buying the Wolverine Horsehide Shoes I used to buy the best shoe I could get and could only wear them four to five months.

I thought you might like to know the good results of your shoes and it may help more people who want a good, easy, serviceable shoe.

Undoubtedly you have similar letters from Wolverine customers of yours that you can use.

These letters are typical of the principles used by the company in encouraging dealers to give the company co-operation. They are effective because they serve several purposes:

First, they express the company's appreciation for the dealer's co-operation.

Second, they show the dealer the value of continued co-operative effort.

Third, they give the dealer suggestions for further activities.

Fourth, each letter takes the op-

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portunity of cementing still further the selling job which first bore fruit when the dealer stocked the company's merchandise.

Another form of dealer co-operation that can be either productive or the source of a lot of trouble is in the method of handling inquiries

You'll notice this shell is the same substance as your finger-nail or a horse's hoof, and wears in comparison to ordinary leathers, as your finger-nail wears in comparison to your skin. For this reason, and because Shell Horsehide is recognized as the toughest wearing leather known, Wolverine Shell Horsehide Shoes give exceptionally long wear.

Wolverine Shell Horsehide Shoes dry soft and remain soft, no matter how wet



WOLVERINE SHOE & TANNING CORP.

Dealers and Manufacturers of Shoes and Glazes

ROCKFORD, ILL.

Here is a slogan that is recommended for the running months of 1933: "Mind your own business." I came upon it in an editorial in *Printers' Ink*.

Walter E. Frow, Chairman of the Cohn Exchange Bank and Trust Company of New York, told of a talk with a successful merchant.

"I tried to get this man to discuss general business conditions," he said, "but he would not even consider the subject. He asked me what would happen to him if he should try to run general business, everybody's business, along with his own. One of them would suffer - and he didn't think it would be general business."

"It strikes me that there is something in this merchant's thinking for all business men. Let everybody mind his own business, advertise his own products and see what they are what the public wants at a price the public wants to pay."

"I'm mighty glad to see you including Wolverine Shell Horsehide shoes as one of your products at a price the public wants to pay, by the recent advertisement you ran in your local paper."

Minding your own business will be costing that you are kept supplied with Wolverine shoes and advertising material that you might keep on telling your prospects that Wolverine are the shoes they should have at the price they want to pay.

An order from you will bring either the shoes or the advertising material by return mail.

Very truly yours,

WOLVERINE SHOE & TANNING CORP.

Advertising Manager



RMK:AO

This Letter Is Sent to Dealers Who Have Advertised Company's Products

received from national advertising.

Following is a letter sent to the inquiring consumer who lives in a locality where there is a store handling Wolverine shoes:

Thank you for your inquiry regarding Wolverine Shell Horsehide Shoes. It is surely appreciated and we are mighty glad to have the opportunity of telling you about these comfortable, long-wearing shoes.

About one-sixth of a whole horsehide, just that part lying over the horse's hips is put into Wolverine shoes, this being the only section of the hide that contains the shell. Enclosed is a small swatch of Wolverine Shell Horsehide. One end is split down, exposing the shell. Just scratch this shell with your finger-nail.

they get. This means comfort for your feet that you've never experienced before.

(Smith and Company) of your city handles a line of Wolverine shoes in your community, and if you will go to this store, they will be mighty glad to show you different styles and to explain in detail why Wolverine shoes, the only shoes whose soles and uppers are both made from Shell Horsehide, would be the ideal shoes for you.

Where there is no dealer, the company sends a slightly different letter. The first two paragraphs are the same as those of the letter just quoted, then the company continues by saying that there is no dealer in the inquirer's locality, and, there-

fore, it is sending him a catalog and price-list. It tells him how to order the shoes and suggests that when he has received them he show them to a local dealer.

At the same time an inquiry is acknowledged the following letter is sent to the dealer in the community from which the inquiry originates:

Wolverine Shell Horsehide Shoes are advertised in four leading national farm magazines, reaching approximately 18,000,000 readers. This means there are hundreds of men wanting to know where to go in their community to buy Wolverines.

One of these is Mr. J. G. Smith of your city. May I suggest that you get in touch with him in person if possible, otherwise by phone, and invite him to your store. A letter has already been sent to him from our office asking him to call at your store. This, together with a personal invitation from you, should add an extra Wolverine customer to your growing list.

This fall Wolverine sales have been larger than any similar period in our

history. I want to thank you as one of the dealers who have made this possible. Most of the retailers in my territory have placed their orders for spring shipments at these extremely low prices. With the hide market having advanced over 100 per cent in the last three months, and Wolverine shoe prices being the lowest in our history, you can see why the majority of dealers have taken advantage of this situation.

Let me again urge you to get in touch with this man at once, and if you have not run an ad in your paper, or have not sent a direct-mail letter to the prospects in your territory, it would be a profitable thing for you to do in order to tell the portion of the 18,000,000 who live in your trading radius, where to come to buy Wolverine Shell Horsehides.

Note how this letter is used by the company not only to impress the dealer with the demand that is being created by advertising, but also, to suggest to him the importance of his following the customer and renewing his own advertising efforts.

Wood, Putnam & Wood Increases Staff

H. Lyman Armes, Ira Newton Jelalian, Ralph G. Heard and J. Stone Carlson have been added to the executive staff of the Wood, Putnam & Wood Company, Boston advertising agency.

Mr. Armes and Mr. Jelalian were both previously with the Wood, Putnam & Wood agency in 1920, as copy writer and production manager, respectively. Mr. Armes was more recently with the Boston office of Dorrance-Kenyon & Company, Inc., now dissolved, and Mr. Jelalian for the last two years has been Boston manager of the Larchar-Horton Company, Providence, R. I., advertising agency.

Mr. Heard and Mr. Carlson were also formerly with the Dorrance-Kenyon agency.

Death of Cyril Geisbush

Cyril Geisbush, for the last four years sales manager of *The Electrical West*, published by the McGraw-Hill Publishing Company, New York, died recently of accidental asphyxiation at Jamaica, N. Y. He was thirty-seven years old.

LaPrelle with D'Orsay

Thomas LaPrelle, formerly sales manager of the wholesale division of R. Louis, Inc., New York, has been appointed sales manager of the D'Orsay Perfumeries Corporation, New York.

Knox Hat to United

The Knox Hat Company, New York, has appointed the United Advertising Agency, of that city, to direct its advertising account.

Hicks Made Vice-President of Johnson & Johnson

T. E. Hicks, formerly manager of salesmen of Johnson & Johnson, New Brunswick, N. J., has been made vice-president in charge of merchandising. Arthur B. Hill, formerly with the Chicago office, succeeds Mr. Hicks as manager of salesmen. A. R. Clapham continues as vice-president and general sales manager. W. C. Martens, formerly New York representative, has been appointed director of the Modess division.

New Class Group Formed

Ultra-Class Magazines, Inc., is the name of a new group formed at New York to sell *Art & Decoration*, *The Sportsman* and *The Stage* in combinations of any two of those publications or all three. Headquarters of the new group are at 50 East Forty-second Street.

Ralph Coykendall is president; H. S. Lines, vice-president, and P. M. Cabot, secretary and treasurer.

R. E. Danielson, W. Deering Howe, John Hanrahan and E. F. Warner are directors.

Appoints Boston Agency

The American Institute of Finance, Boston, has appointed the Wood, Putnam & Wood Company, of that city, to direct its advertising account. New England dailies and financial papers will be used.

Shoe Account to Bates

Special Feature Shoes, Inc., New York, has appointed Charles Austin Bates, Inc., of that city, to direct its advertising account. Newspapers are being used.

THE MEMPHIS COMMERCIAL APPEAL, INC.**MEMPHIS, TENN.**

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Publisher of**The COMMERCIAL APPEAL****and****MEMPHIS EVENING APPEAL****announces the return of****ENOCH BROWN, JR.****as****Advertising Director****and the appointment of****THE BRANHAM COMPANY****as their****National Advertising Representatives****effective January Fifth, Nineteen Hundred and Thirty Three**

THANK YOU, MR. ADVERTISER

THANK YOU, MR. WHITE—



THIS recent 1932 survey was made for a leading advertiser by Percival White Inc.—without the knowledge or consent of any publication. . . . Its only purpose was to obtain facts which would help the advertiser spend every selling dollar in the most efficient possible way. . . . It required 100 interviewers, working house to house in 3 cities, rating 4066 readers of 14 leading large-circulation magazines: *Good Housekeeping*, *Ladies' Home Journal*, *McCall's*, *Woman's Home Companion*, *Pictorial Review*, *Delineator*, *American*, *Cosmopolitan*, *True Story*, *Red Book*, *Collier's*, *The Saturday Evening Post*, *Liberty*, *The Literary Digest*. . . . A carefully planned questionnaire asked eight key questions (see summary), selected to grade readers for buying ability and buying activity.

**SOUNDING-BOARD OF
AMERICAN OPINION**

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THE WINNERS

Percentage of readers	First	First of Weeklies
—living in "A" and "B" homes	Literary Digest	Literary Digest
—living in single family homes	Literary Digest	Literary Digest
—employing servants	Literary Digest	Literary Digest
—of executive or professional type	Literary Digest	Literary Digest (ABLE TO BUY)
—owning automobile	Literary Digest	Literary Digest
—owning radio	Literary Digest	Literary Digest
—owning automatic refrigerator	Good Housekeeping	Literary Digest
—subscribing to magazine	Delineator	Literary Digest (BUYING NOW)

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All this seems remarkable evidence for the buying ability and buying activity of *The Digest* audience.

However, no reader survey is significant unless it checks with opinions already formed by those who have given serious study to the matter of *Who-reads*.

Most advertisers agree already that *The Digest* makes conversation among those whose conversation means something—that *The Digest* appeals to responsible and responsive people.

Probably you are interested, but not surprised, by the results of the White survey here sketched.

Shall we send you a more complete summary and analysis—and shall we send you samples of our mailing list for examination? There you will find the buying ability that led Percival White to sum up the findings of his investigators in these words: "*Digest* readers apparently have more money to spend than readers of other magazines."

LITERARY DIGEST

MR. RIPLEY HERE IS ANOTHER "BELIEVE IT OR NOT!"

How does this record of gains during
a period of general losses impress you?

PROSPERITY PERIOD	Quarterly A.B.C. Reports		COMPARE THE FIGURES!	
	2nd 1928	15782	Average daily circulation during <i>Prosperity Period</i> . 15,592	
	3rd 1928	15769	Average advertising lineage during same <i>Prosperity Pe- riod</i> (12 months). 1,846,334 lines	
	4th 1928	15562		
	1st 1929	15767		
	2nd 1929	15440		
	3rd 1929	15480		
	4th 1929	15315		
	1st 1930	15621		
DEPRESSION PERIOD	Quarterly A.B.C. Reports		Average daily circulation during <i>Depression Period</i> . 17,436	
	2nd 1930	17059	Average advertising lineage during same <i>Depression Pe- riod</i> (12 months) 2,037,714 lines	
	3rd 1930	17457		
	4th 1930	17897		
	1st 1931	18375		
	2nd 1931	17295		
	3rd 1931	16462		
	4th 1931	16929		
	1st 1932	18014		
NOWY SWIAT INCREASED		In Circulation 11.8%	In Advertising 9.4%	

If there is another publication, English or Foreign Language,
that can show similar progress, we should like to compare notes.

In spite of this exceptional record NOWY SWIAT has *reduced*
advertising rates, effective January 1, 1933, and offers intensive
merchandising cooperation, in a Polish Market of over 250,000
population in the New York Metropolitan Trading Area.

MEMBER
A. B. C.

Nowy Swiat
THE POLISH MORNING WORLD

11 E. 16th St.
New York

Largest Independent Polish A. B. C. Daily in America

Going to the Factory for the Copy Theme

Processes of Manufacture Are Basis of This Business-Paper Campaign Aimed at Two Markets

A SERIES of pen and camera sketches in a modern tannery furnish the theme of a business-paper campaign now running over the name of the Surpass Leather Company and appearing principally in papers reaching retailers.

This theme is the search for a copy angle on the company's product, glazed kid. Glazed kid, when converted from raw goatskin, has little in the way of appearance or other startling superiorities to provide a copy theme that could not apply equally well to the product of another tanner. The advertising story lies not so much in the finished product as in the process of the conversion.

Boiling down for its own consideration the story it had to tell in advertising, the company summarized in this fashion: "We believe our product is good because of the organization that produces it, its policies, its manufacturing methods and its selling integrity." The question was how to dress up this blunt summary into a convincing and interesting campaign. The pen and camera sketches were the solution decided upon.

This theme was especially acceptable because it was one that held promise of being of real interest to the shoe retailer who is curious about, but knows very little concerning the production of leather.

Why advertise to the retailer when the immediate customer of this company is the shoe manufac-

turer? The answer is that this plan is double-barreled because in the papers used both the retailer and the manufacturer will see the series.

Also, in addition to telling the manufacturer a story about the product, it makes him realize that

[illegible]

conversion of raw goatskin into glazed kid."

In the first advertisement the reader was told: "We invite you to follow one lot of skins with us through this series until it emerges as carefully graded Black Glazed Kid. To build sales, know your product; and the tannage of goatskins is the fundamental of all kid shoes."

The impersonal title, "A series of pen and camera sketches in a modern tannery," was chosen deliberately as a sort of disarming lead into the story. Naturally, the purpose of the campaign is to sell the Surpass organization and this point has been carefully borne in mind—yet without detriment to the educational interest that lies in the campaign.

Notice how the following copy weaves the Surpass sales arguments naturally and not offensively into the story behind a process:

Departmental orders to our warehouse in Philadelphia are not a mere authori-

zation to release hand trucks loaded with a given number of bales of raw skins.

Despite the unequalled quantity of skins we tan, here in the Surpass tannery, we do not follow the usual practice of putting all sizes and weights of skins through the chemical baths together. Uniformity can be maintained and precise tanning made possible only when an exact amount of chemical is applied to an exact amount of skin. Accordingly our whole productive unit is geared to continuously sort, re-sort, weigh and re-weigh all skins as they progress through the tannery . . . and this painstaking care begins when the warehouse breaks open each bale ordered and re-sorts the raw skins before trundling them over to the "beam house."

This type of copy supplies the pen sketches. Realistic photography showing the actual operations described in these sketches bear out the camera part of the title of the series.

Favorable reaction in the trade has resulted from this series to the extent that the company is now considering reprinting it in attractive book form after the appearance of the final advertisement in the group.

J. H. Teagan with Continental

J. Howard Teagan, for fourteen years export manager of the Hupp Motor Car Company, has been appointed export manager of the Continental Automobile Company, Detroit. He was more recently domestic and export manager of the Gar Wood Boat Company.

Joins Sutton & Schipper

W. W. Winans, at one time advertising manager of the Guaranty Trust Company, Detroit, and formerly with the General Motors Export Corporation, has joined the New York office of Sutton & Schipper, Inc., publicity counsel, as account executive.

Advanced by Brown Instrument

Nelson E. Chance, district manager of the Houston office of The Brown Instrument Company, has been appointed assistant sales manager with headquarters at Philadelphia.

Nacto to Powers

The Nacto Cleaner Corporation, New York, has appointed the John O. Powers Company, of that city, to direct the advertising of Nacto fabric cleaner.

Appointed by Central Iron

I. M. Smith has been appointed advertising manager of the Central Iron & Steel Company, Harrisburg, Pa., following the resignation of G. P. Blackiston.

Death of S. D. Hopkins

Stanley D. Hopkins, proprietor of the Highway Publishing Company, Brooklyn, N. Y., and formerly advertising manager of A. Schrader's Sons, Inc., died recently at Brooklyn. He was thirty-five years old.

Duncan-Ryan, New Studio

Duncan-Ryan is the name of a new advertising photography studio established at 662 North Michigan Avenue, Chicago, by William Clive Duncan and Irwin F. Ryan, both formerly with the Andrew P. Olson-Schmid Studio.

Has Philadelphia Office

Raymond D. Trautman, operating an advertising agency at Reading, Pa., has established a Philadelphia office at 2045 North Broad Street. In addition to his regular agency business he will serve as Eastern manager of the Direct Mail Selling Association of Omaha, Nebr.

New Business at Seattle

Lee R. Double has established his own business at Seattle under the name of Advertising Associated. Offices are in the Lloyd Building.

American Potash Appoints

The American Potash & Chemical Corporation, New York, has appointed Birmingham, Castleman & Pierce, Inc., of that city, to direct its advertising account.

This year . . . let your
Typography
do a Bigger Job for You!

This can easily be accomplished by being sure your work has the competent supervision of a member of the Advertising Typographers of America. This organization in its sixth year comprises practically every progressive Advertising Typographer in the country. It is your assurance of appropriate and economical typography with maximum service and efficiency. A trial will earn your confidence. Why not check into this at once?

Typography That



Sets Up an Ideal

Advertising Typographers
of America

Members are located in Boston, Chicago, Dallas, Denver, Detroit, Indianapolis, New York, Philadelphia, Pittsburgh and Toronto, Can., with National Headquarters at 461 Eighth Ave., New York City

Publicity Agents and Their Ways Intrigue Mr. Goldstein

He Calls It All a "Gag" but, Like Many Other Business Men, He
Comes Back for More

WILLIAM GOLDSTEIN, INC.
REAL ESTATE

PHILADELPHIA, PA.

Editor of PRINTERS' INK:

As an old-time subscriber, I again come to you for information.

Within the last few months I have had occasion to use several so-called "publicity agents."

Their charges have been outlandish, and their ways have been mysterious.

My personal opinion has been that this "aura of legerdemain" with which they try to surround themselves is a lot of bunk.

What books can you recommend which give one the low-down on this publicity gag, and tell what it is all about, so that in future if I require any publicity I won't have to use these mysterious agents with their awesome exaggerated ego?

WILLIAM GOLDSTEIN.

OUR correspondent is surely going to wound somebody's tender feelings when he speaks of "publicity agents." Those in that line of work consider this name as crude, inaccurate and even malicious.

There is only one thing that upsets them more and that is to be referred to as "press agents." Press agents, they will admit, did operate in the old circus days. But now that ballyhoo has given way to a "science of the new propaganda," its practitioners have given themselves grander names. They are "public relations advisers," "directors" and "counselors," or "publicity engineers."

Again they may operate under such names as the Better Health Bureau, a trade news service, or an industrial institute. Whatever the name, the game is the same.

They still practice the art of ballyhoo, not as crudely as their predecessors perhaps. Today they sell themselves as interpreters to the public, as builders of prestige for their clients, as educational directors. But they must depend upon free space to justify their services.

These days when the desire to effect business economies runs strong among all organizations, the "something for nothing" argu-

ment is alluring—that is at first.

Most often it will be found that the stunt idea, educational theme or human-interest appeal built up by the publicity agent and which finds its way into print, leaves out the name of the client or his product. Because of this able censorship on the part of editors, some of the shrewd propagandists today recommend that their services be closely co-ordinated with the paid advertising activities of a client.

Mr. Goldstein, despite his experience, still evidences a determination to seek more free publicity in the future. It is this widely held attitude which keeps the issue of "free publicity" a live one. Editors decry it and battle against it. They use but a small part of the material ground out, but what they do use spurs other concerns to try to get free puffs, too.

Much of what goes on behind the publicity scenes is described in "Phantom Fame," a book on the anatomy of ballyhoo written by the late Harry Reichenbach, who had a picturesque career in this line for thirty years.

But if Mr. Goldstein wants the real low-down about the press agent and all his works—the news behind the press agent's news, as it were—he should write to Lincoln B. Palmer, general manager of the American Newspaper Publishers' Association, 370 Lexington Avenue, New York City.

Mr. Palmer issues to the members of his association a highly interesting weekly bulletin known as "B Special." It analyzes specific instances of trying to get the newspapers to print something for nothing and is largely responsible for the many sad reductions in the agents' press-clipping bills.

He probably knows more about press agents than any other man on this hemisphere. Mr. Goldstein should become acquainted with him.

—[Ed. PRINTERS' INK.]

Profits

**PROFITS FROM
THIS VIRGIN
MARKET—**

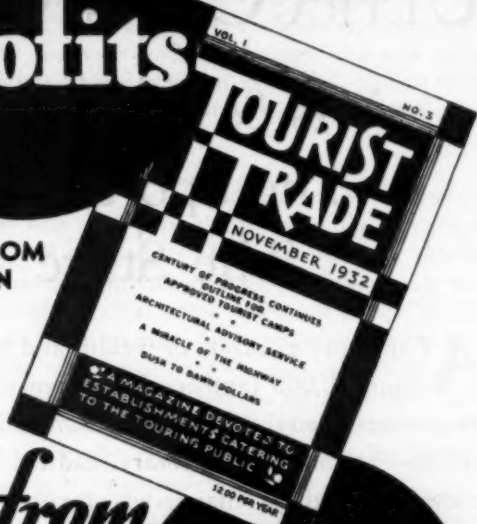
free from

12,500 Cottages and Resort Establishments—Average investment \$20,000—70% Contemplate expansion in 1933 to accommodate the tremendous demands being made upon them by the traveling public.

A quick acting market—free from ruinous price concessions now prostrating other markets.

Let us SHOW YOU where YOUR PRODUCT FITS INTO this vast market right now.—Our exhaustive survey indicates an immediate desire to purchase.—This information is now at your service.

**TOURING—THE SEVENTH
LARGEST INDUSTRY IN
THE UNITED STATES—
Does your Advertising
Budget include these 12,500
MAJOR OUTLETS serving
these people?**



Price Cutting

**YOU CAN HAVE COMPLETE COV-
ERAGE OF THIS MARKET AT AN
ASTONISHINGLY SMALL COST.**

TOURIST TRADE

INDIANAPOLIS, IND.

MARK A. SELSOR
2001 Canadian Pacific Bldg.
New York City

L. M. CARROLL
168 N. Michigan Ave.
Chicago, Ill.

Accepted Applicant C. C. A.
One of the Cornelius Publications, Inc., Group

Announcing an
ULTRA-CLASS GROUP
Arts & Decoration
The Sportsman
The Stage

AT the very pinnacle of wealth and buying power stand 50,000 families for whom the ultra-class magazines—ranging in circulation from 12,000 to 20,000—are *must* and *primary* reading. The editorial contents of these magazines revolve around the scheme of life which the socially-minded live.

These people read only those magazines which touch life from *their* angle, which are edited with *their* activities and *their* point of view in mind; which deal with their homes, their friends and the social life which moves about them. These are the magazines which they *certainly* read—and *avidly* read.

ARTS & DECORATION deals with the twin arts of decoration and gracious living. It is concerned with decoration in itself; because decoration makes for charm and beauty in the surroundings of people with taste and sensibility. It is concerned beyond decoration in itself with those social enterprises which lend gaiety to the living programs of 20,000 people—people who possess the faculty for doing, and choosing, the right thing.

THE SPORTSMAN deals with the primary preoccupation of the true aristocrat: Sport. It reports, reviews, interprets and forecasts the activities and the exploits of amateur sportsmen with enthusiasm and exactness and authority. It stands gallantly for the amateur spirit, believing that sport is something done for its own sake, justified by its adventure. It enjoys an audience of more than 15,000 sportsmen and sportswomen who look upon sport as a major interest and who can afford full play to their interests—in the career of sport itself and in the appurtenances of gracious living.

THE STAGE deals with the primary avocation of those smart metropolitans who, after five o'clock, build their evenings around the three focal social points: the dinner party, the theatre party, and the after-the-theatre party—with the theatre party the *pièce de résistance* of all. The Stage reaches more than 18,000 avid and inveterate play-goers for whom the theatre is a familiar and ever fascinating world, who tread its aisles and lobbies with accustomed feet. The Stage points them to the plays they want to see, enriches their pleasure in the plays they see, and renews their enjoyment of the plays they have seen—and has become preferred reading matter with people who count.

Circulation *and* Rates

	3	6	12
Circulation	Pages	Pages	Pages
Arts & Decoration and			
The Sportsman	35,000	\$684	\$646
Arts & Decoration and			
The Stage	38,000	630	595
The Sportsman and			
The Stage	33,000	594	561
Arts & Decoration,			
The Sportsman,			
The Stage	53,000	901	848
			795

ULTRA-CLASS MAGAZINES, INC., 50 E. 42nd St., New York

Officers and Directors

RALF COYKENDALL, *President*

H. S. LINES, *Vice-President*

P. M. CABOT, *Secretary and Treasurer*

R. E. DANIELSON W. DEERING HOWE JOHN HANRAHAN E. F. WARNER

If It's Free the Kids Will Like It

Premiums, Because of Their Unusual Appeal, Have Been Used for Impressing Juvenile Market

MARK TUTELMAN COMPANY
PHILADELPHIA

Editor of PRINTERS' INK:

We are interested in securing information relative to the use of premiums as an added inducement for sales to children. Kindly advise us where we may find anything of interest along these lines in your past issues.

MARK TUTELMAN.

PROBABLY with no other single group of consumers are premiums more effective than with children. Children are natural collectors and the lure of getting something "free" has been most effective with them ever since the early days of advertising.

During the last year, particularly, many manufacturers of products which are used by children have been offering something in the way of premiums to stimulate interest and sales. Here are some of the companies and the plans which they have used to distribute the premiums:

Kellogg Company

For twenty-five years this company has been using a "Funny Jungleland Book" for pulling children into grocery stores. A new edition of the book has bright colors, amusing pictures and rhymes and a product tie-up. Genial animals of every description prance through the book, while intermediate pages, cut in three sections, give the beasts interchangeable legs, bodies and heads in a variety of odd and amusing combinations which delight the children.

The book is used, along with special display material, in conjunction with special sales of Kellogg's cereals.

A display card for the retailer's use pictures one of the strange animals holding a copy of the book under a sign "Ask for this book—it's free—with packages of Kellogg's."

In six different stores this book caused an increase of 460 per cent in the sales of one fast moving Kellogg product. This was accom-

plished in one week by offering a book free with two packages of the product. In no case was there a reduction of price.

Beech-Nut Packing Company

In connection with a new radio program, "Unknown Hands," Beech-Nut is making an offer to stamp collectors. Genuine Government issue postage stamps, some of them unused, from the strange, far-away countries through which the serial radio story moves are being given away. The first packet contained twenty-five stamps from countries in the South Sea Islands.

At the close of each of the programs, Beech-Nut tells its children listeners that the stamps are obtainable by sending in five outside package wrappers from any package of Beech-Nut gum, fruit drops, chocolate drops, mints or the new Beechies.

This same offer is being made by means of a circular which describes the radio series.

Loose-Wiles Biscuit Company

This company has had considerable success during the last year with various premium offers. One of the most prominent of these was a Sunshine Baker Balloon Man which was offered through retailers with any one of four different biscuit assortment packages. This special offer was featured in newspaper advertising.

A special campaign for Krispie Crackers was built around another premium offer. It was based on the thought that everybody loves to play games. So a series of Sunshine Funmaker Game Cards was prepared.

These cards were printed on both sides, in red and black, and included games, magic, puzzles, illusions, drawing-lessons and hidden pictures. There were eight cards in the complete series. One card was furnished free with each purchase of a one-pound or two-pound package of Krispie Crackers.

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The cards were not packed in the packages but were distributed by the dealers. Special dealer-help material tying-up with the cards was furnished.

In addition to being desirable premiums for children, these cards proved to be a valuable advertising idea. By reproducing the cards in newspaper advertising added attraction has been contributed. The advertisements have what the company calls "attention-ability."

Libby, McNeill & Libby

Every item of equipment in the official catalog of Girl Scouts was offered to those Scouts who would send in the required number of labels from Libby's evaporated milk cans. Since fifty labels were required for the collapsible drinking cup, it is obvious that the girl who went after these prizes had to stimulate consumption among not only her own family but her friends.

Lever Brothers

This advertiser is one of those who are offering samples of the product itself. Lifebuoy soap advertising in juvenile magazines offers a trial cake of soap with a "wash-up chart." This chart has spaces for keeping a record of wash-ups for four weeks, and is in poster form for wall hanging.

The Texas Company

When Texaco Fire-Chief gasoline was introduced, the youth of America were used to exploit the product. The little red buckram fire-hats that were so popular with children had a great deal to do with getting the company's message across.

The company purchased a very limited number of these hats, just ten for each dealer at the start of the campaign. A window display was arranged for the dealer which would call for six hats to be displayed. This left just four hats over.

Dealers gave these to a few boys and girls. That started something—something the company had figured on. Once these hats had been given away, the company knew the dealers would not stop and it knew

GOOD COPY

**might recall
"Punch's"
famous artist,
Phil May,
who finished
his pictures
with elaborate
detail and then
eliminated every
unnecessary line.**

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

they would not want to stop.

Texaco was prepared for this and an attractive order-blank in the hands of its salesmen soon convinced the dealer that he should have at least 100 hats. And he bought them.

Dealers bought them to the extent of over 2,000,000 hats.

Pro-phy-lac-tic Brush Company

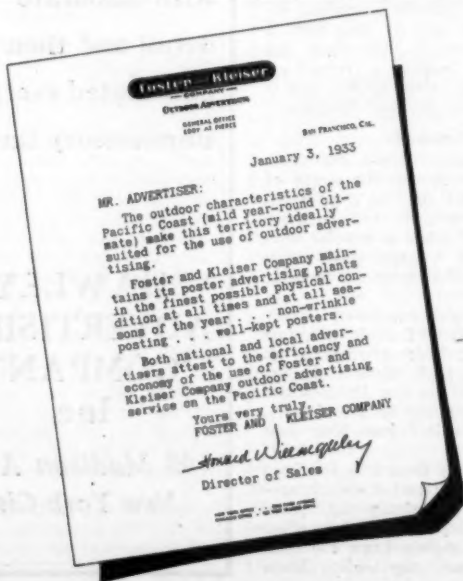
This company was one of the first to use jig-saw puzzles. The puzzle, itself, was a cut-up of an advertising illustration of a youngster brushing the teeth of his dog. It was first made up in thirty pieces. Experiments indicated that this would be too simple. From a nine by twelve-inch puzzle the model was increased in size to eleven by fourteen inches and to fifty pieces. The puzzle was packed in a large envelope which lent itself to counter display and which stated that it was available free with the purchase of a 49-cent brush. The puzzle, thus priced, helped to combat price-cutting as well as increase sales.

National Carbon Company

This advertiser, also, has been offering a jig-saw puzzle to attract children. This offer was made with each purchase of an Eveready flashlight during the month of December. The design of the puzzle was taken from one of its popular human-interest art subjects, a reproduction of which appeared on the cover of the December issue of PRINTERS' INK MONTHLY. In common with practically all of the puzzles that are being offered by advertisers today, there was no advertising on this puzzle.

These puzzles were offered free to dealers, as was the display material which accompanied it. The only requirement was that dealers place a small merchandise order so that they would be sure to have a sufficient stock on hand. An order for any type of Eveready flashlights or batteries totaling \$10 (at dealers' prices) qualified a dealer for participation in the campaign.

With each \$10 order the dealer received free one display set and fifteen puzzles. A \$15 order entitled



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him to twenty-five puzzles and a \$25 order to forty puzzles. All the material was shipped prepaid.

National Carbon is making another offer to dealers to stimulate sales of dry-cells. The company purchased a large quantity of small electric motors which are being billed to dealers at 3½ cents each. When retailing this special combination of a dry-cell and a motor at 49 cents, dealers receive 4 cents for the motor, which enables them to cover handling charges on this premium item, plus a full profit on many cell sales that would be secured in no other manner.

A counter-card and a window poster are furnished free. The price of 49 cents is featured on both of these. The complete deal, including twenty-five dry-cells and twenty-five motors, costs the dealer \$9.

The Planters Company

Each package, large-size, of Planters' Jumbos, roasted peanuts, carries an offer printed on the side. This tells children that ten of the bag-fronts mailed to the company will bring a thirty-six page illustrated water-color painting book, "Presidents of the United States, Historical Incidents in Their Lives, Told in Picture and Story."

* * *

These are only a few of the many offers that are being made to children these days. At the present time jig-saw puzzles seem to be in the lead for popularity. These are being used for such products as Listerine, Coco-Malt, Westinghouse Lamps, Pepsodent, and McKesson & Robbins' items.

Premiums are, if handled skillfully, a sure-fire stimulant to sales to children, provided, of course, the product is something they want.

The principal danger lies in putting too much emphasis on the premiums. Advertisers should never forget that they are, after all, selling a product and not a premium. Advertising should not neglect the sales features of the product nor should the appeal be directed to any group to which it will be impossible to make repeat sales.—
[Ed. PRINTERS' INK.]



puh-leeze

(MR. HEMINGWAY)



Yeah, we know it's a pretty stiff jolt to hear a lively market-sales story nowadays. We can see the raised eyebrows and the mouth pulled down at the corners when you read this. Yeah, and a wink here and there, too. Well, if you've missed the story of that up-and-coming metropolitan market, NEWARK, and its partner-in-sales-and-profits, the NEWARK EVENING NEWS, you're gonna get a real treat.

Budgets for 1933 are being made up now. We know it. That's why we urge you to consider Newark. Next July won't do. Right now will. You know Newark is a two-listed, up-and-growing city that's a natural. And what a bang-up job it's been doing with 1932!

At no time this year has business activity been less than 68% of normal. It's averaged 74.6% and 28% higher than the country's average. Say, it must cost a mint to sell it! Now, it's easy. One newspaper concentrates over 80% of its family contacts within the Metropolitan Newark market. Try it on your cash register.

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Mgr.
215-221 Market Street
Newark, New Jersey
O'MARA & ORMSBEE, INC.
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

GOLFING

a new national golfers' magazine

- Published April, May, June, July and August each year
- 400,000 home-mailed controlled circulation to golf club members
- Low rate per thousand for big circulation to families who still spend
- Edited with the idea that golf is fun, instead of an agonizing, exacting study

THOSE are leading features of a new magazine that has been built to order for advertisers who must reach people who don't pucker up and fall in a faint when buying something is suggested.

Some of these big advertisers asked us to publish GOLFING. They asked us because we also publish the very successful GOLFDOM, The Business Journal of Golf, and know the golf field from the grass roots to the knob on the clubhouse flagpole.

Don't think we're subjects for alienists' examinations to start an extensive and expensive enterprise like GOLFING in these times; more than 60% of all the advertising we can sell already is sold and the first issue doesn't close until February 15. Before the deadline we will sign up sev-

eral more whose advertising in 1933 MUST DELIVER.

Want to see the dummy for GOLFING? It gives you a good idea of what it's all about. We'll send the dummy, rates and all the other information, on request.

Remember the deadline for the first issue of GOLFING, going to the homes of 400,000 far-better-than-average buyers, is Feb. 15.

Golfing

205 WEST WACKER DRIVE
State 3160 CHICAGO

20 VESEY STREET, NEW YORK
Cortlandt 7-4031

Sh!

FOR *agency* M

In the secrecy of your own mind, where it is no admission to Boss or Client, do you really know ALL about advertising, and about today's merchandising problems? For example, suppose:

I A Client finds his salesmen operating in the red.
A new sales compensation plan is needed and you are asked quick—like that—what to do?

II Four new layouts are put in front of you.
Your opinion on them is asked. You don't know who made them so you can't pass or criticize on the reputation of the artist. Have you about five quick simple tests so you'll really know what you are doing and saying?

III A manufacturer you call on has a tough price-cutting problem.

Would you know where to look for the trouble? Honest, now—have you ever even heard of "Pine Boarding" and "Bootleg Wholesalers", let alone knowing how they operate in today's frenzied selling?

IV Two advertisements on the same product are shown to you. Both sought inquiries, and careful records on results are kept.

Are you so rash as to try to pick the winner? And picking, would you win? Here's a good test to see if you really do know *all* about advertising.

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AGENCY MEN ONLY!!!

I Money is appropriated for a new package design.

Who are some of the outstanding designers and sources of supply? What is the latest in plastics, transparent wrappings, metallic foils? Where would you go for expert advice?

II A client bothered by "Returned Goods" evils.

Have you a plan to suggest for solving it without straining relations with his best customers who may be the worst offenders?

III After all, should you stay in the business?

Are you sure about where this agency business is going to get off or on? And if "on" what is its future course—where will you be most valuable and important?

For agency men only, who do not feel they know all there is to know—the January Printers' Ink Monthly has a half hour or more of mighty interesting reading.

You don't have all these problems every day. But business men or agency bosses have a devilish nasty habit these days of bringing up such subjects rather suddenly. Wanting some intelligent conversation on them. Somehow there isn't time or inclination for a research, or a call from the head of the awkward question department, or the special counselor for inconsiderately inquisitive persons. You just must know your stuff.

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III	"	"	39
IV	"	"	46
V	"	"	49
VI	"	"	42
VII	"	"	30



Photo by Criterion Photocraft Co.

20 Mule Team Borax in Modern Dress

SOMETIME around February a new package design for 20 Mule Team Borax will appear on retailers' shelves. The old package, after thirty years in which it has undergone only a few minor changes, is giving way to a new box done in black and red with the name "20 Mule Team" printed simply but boldly against a white background. A narrow band at the top and a broad band at the bottom in black are other characteristics of the new design.

The familiar twenty-mule team

caravan remains but wends its way along the top edge of the broad black border both on the front and back of the new package.

"This new design," according to E. R. Haddox, general sales manager of the Pacific Coast Borax Company, "continues our policy of putting all of our products in new packages. Other products of our company, such as boric acid, Spangles, a dance floor preparation, and our soap chips have previously undergone similar package changes."

Greenleaf Adds to Staff

S. D. Mahan, at one time with The H. K. McCann Company, has joined The Greenleaf Company, Boston advertising agency, as vice-president in charge of creative service and production. Samuel Ross, who formerly had his own business, has also joined the Greenleaf agency.

Has School Account

The School of Business of Northeastern University, Boston, has appointed Smith, Sturgis & Moore, Inc., New York, to direct its advertising account.

Rotogravure Group to Meet

The annual convention of the Rotogravure Advertising Association will take place on February 27 and 28 at the Hotel Pennsylvania, New York. The association plans to establish headquarters at Detroit, in conjunction with which there will be an information bureau for rotogravure advertisers. W. S. Reynolds, Detroit News, is president of the group.

Represents Carolina Paper

The Rocky Mount, N. C., Evening Telegram has appointed Bryant, Griffith & Brunson, Inc., as its representative in the national advertising field.

Trade-Mark Woes

Editor of PRINTERS' INK:

A local wholesale grocery house claims it has been using the same mark for its line of groceries which we have been using for a brand of our flour. You will understand that each of us has been using the mark about the same length of time. We have a State registration of the brand, and I am not positive whether the grocery house has any registration at all either State or Federal.

This house has asked us to discontinue the use of this brand of flour, and we are wondering if they can force us to do so. You should know that these people have never attempted to apply this brand to flour.

I appreciate the fact that a good deal depends upon whether or not this grocery house has this particular brand registered and what products its registration covers. Let's take for granted, however, that the brand is not registered and be kind enough to let me know what the ruling would likely be in such a case.

FOR reasons that can only be explained on the ground of unawareness of trade-mark values, many business organizations that would not think of drawing up a commercial contract without competent legal advice, seem to think that lay opinions will suffice when a trade-mark problem arises.

The fact of the matter is that an efficiently exploited trade-mark becomes the key arch of a business. When a competitor threatens that key arch, every resource of the business should and must be thrown to its support. In a trade-mark tangle, that means the retaining of a trade-mark attorney.

PRINTERS' INK is not qualified or authorized to formulate opinions regarding specific legal phases of trade-mark procedure insofar as they apply to the definite problems of any one company. Our sole function is to present, in lay language, the general legal and merchandising aspects of the trade-mark. Beyond that we cannot and do not go.

Therefore, we would make no attempt to predict what the court's ruling would likely be in the situation described in the above letter. What we can do, however, is to discuss, for the benefit of other readers faced with similar prob-

*Young Women
are Spending Money
Now!*



Screen Play
True Confessions



Hollywood
Screen Book

reaches young women

A recent survey shows that 72.87% of its subscribers are 25 years of age or under, 17.06% between 25 and 35. 93.89% of them buy their magazines for cash at the newsstands every month. Reach these spenders at

**\$1.70 per page
per 1,000 for
1,000,000 circulation**

The outstanding "buy" in a year of great advertising values. Get the facts.

FAWCETT PUBLICATIONS, Inc.

General Offices:

529 S. 7th St., Minneapolis, Minn.

Chicago, New York, Los Angeles, San Francisco

*"a million Women
with millions
to spend"*





So this is a visualizer!

I MAKE rough visualizations or layouts which forcefully interpret ideas. I create advertising ideas, or develop yours, in rough sketch form, reflecting unusual style, originality and selling appeal. Many large national advertisers have used my services for developing a Complete Advertising Campaign, a Booklet, Catalog, or even a Trademark—and at terms that were always pleasant.

☞ If you like, I can advise you on the purchase of finished drawings, copy, engravings, and can supervise the printing—often at a substantial saving in cost.

☞ Send for "Treating 'em Rough", which gives a rather rough idea of how I may serve you. Or better still, ask me to call.

DAVID B. HILLS

Formerly Art Director for

H. K. McC... Service, Inc.
L. C. McC... Inc.

40... 59

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HE above is a reproduction of an advertisement which appeared in 1921. Business was bad then, as now, yet this simple offer of SERVICE pulled inquiries. Orders followed... and have done so for 11 years. Folks liked the way I handled their work...no bombast, no necromancy, no empty promises...just work, sincerely done with no thought of the gallery, but a mighty humble respect for the opinion of the ultimate buyer. The years have not changed FUNDAMENTALS. If you feel the yen to get together with someone who really understands what you're aiming at, call

DAVID B. HILLS

155 East 42nd Street, New York City

Telephone: MUrray Hill

2-8570

lems, the general aspects of such a trade-mark situation.

The principal factor in determining trade-mark value is usage. Therefore, if another organization in the same or related field, is able to prove that it made prior use of a similar trade-mark, it is likely that the courts would uphold the exclusive rights of the prior user in the territory in which the mark has been used and become known.

In this connection, trade-mark registration is of no considerable importance. Actually, the principal value of trade-mark registration is that it affords evidence concerning date of use of a trade-mark that is accepted by the courts as a fact until the contrary is proved.

There are really only two facts that are of importance in a situation of this kind. They are:

1. Who was the first user of the mark?

2. Would the courts decide that the trade and the public are, or would be, confused if a similar mark were used on two types of merchandise as closely related as flour and a line of groceries?

If the first user could also prove probable or actual confusion his exclusive rights to the mark would be unquestionably established.—
[Ed. PRINTERS' INK.]

Death of George C. Sherman

George C. Sherman, head of the New York advertising agency bearing his name, died at Greenwich, Conn., on January 4. He was fifty-two years old.

He had been in the agency business for twenty-five years. He was chairman of the outdoor advertising committee of the American Association of Advertising Agencies fourteen years ago and at that time was instrumental in the founding of the National Outdoor Advertising Bureau of which he was president until his death.

He also was the head of a company which owned patent right to a tobacco stripping machine on which royalties were received. The company was sold some years ago.

Marguerite A. Sherman, a sister, is assistant secretary of the Outdoor Bureau.

Reinhart with Vincent Edwards

Alan D. Reinhart, formerly special representative of the Criterion Advertising Company in New England, has joined Century-Standard-Vincent Edwards, as New York sales manager.

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Inc., a

British Uncle David

EVERY year starting around September, advertising managers and agencies are ridden hard by clients who demand an advertisement for the holiday season that will be "entirely different."



Remarkable transformation of Uncle

David in the eyes of his niece, to

whom he has just given 6 pairs of Aristoc Silk Stockings for Christmas



See Distributors in the Trade: W. L. Asher Ltd., Portland House, 4 Great Portland St., London, W.1

Sick of Santa Claus and holly decorations, the cry goes about the land for something new. Just off the boat from England is the advertisement for Aristoc stockings which PRINTERS' INK's London correspondent reports sold many a pair in the British metropolis.

Newspaper advertisements featured Uncle David with harp, wings and halo, dancing merrily on air.

A total change from obvious holiday technique, it registered with sales in a country to which a mistaken idea attributes a lack of appreciation for humor.

Joins Redfield-Coupe

W. Furness Thompson has joined the Philadelphia office of Redfield-Coupe, Inc., advertising agency, as contact man.

There is One Market

which is enduring and unchanging.

That market is the Y.W.C.A.—the largest women's organization in the world.*

Purchases must be made constantly to operate and maintain Y.W.C.A. buildings and enterprises.

One magazine is directed to the women who make these purchases.

You can share in Y.W.C.A. business for 1933 by making your products known to them through the pages of their own national magazine:

THE WOMANS PRESS

600 Lexington Ave., New York, N. Y.
DOROTHY PUTNEY, Adv. Mgr.

*membership 613,957

PRINTERS' INK:

Please enter my subscription to PRINTERS' INK. Send invoice for \$3.00 to cover a year's copies.

Name

Company

Street

City and State

(position)

If Price Cuts Persist, Sheriff May Have Busy Year

(Continued from page 6)

fairs) appreciate the current appropriateness of that well-known tailoring phrase of "cutting the garment to fit the cloth" the day of "creeping," running and, in many cases, galloping, deficits will be over. But not until then, in my opinion.

When we realize that during periods of recession our "volume" is a whole lot less sacred than our "margin," we will begin to lay a foundation for national economic recovery. Some companies, by dint of aggressive merchandising, have maintained unit volume at previous levels and have eked out satisfactory profits on reduced dollar volume through savings in raw material costs and labor, reduction in salaries and overhead.

But let raw materials strengthen in price, as they have been doing; let them approach the irreducible minimum in wages and overhead, as many have done; and then on

top of that let them announce a further price reduction as bait to get back that dollar volume—and what has become of their margin with which to continue the "aggressive merchandising" they speak of?

We should have realized these things months ago. But some of us don't realize them yet! So there will be more price reductions announced in 1933—and the sheriff will have a busy year. It will be a little harder for the rest of us who want to make a profit—but our innings will come a few months later.

In our organization we are pretty much of a mind now in the idea that this depression will one day end, and that if we emerge from it with our prices and our margins unscathed, and resources undissipated, we will have had at least a moral victory which *price* could not have given us.

Death of J. J. Fox

Joe J. Fox, former managing editor of the Houston *Post-Dispatch*, died recently at that city, aged forty-four. He had also been with the Houston Natural Gas Company, later becoming managing editor of the McClure Newspaper Syndicate, New York.

W. C. Roux with NBC

W. C. Roux, formerly assistant to the advertising manager of L. Bamberger & Company, Newark, N. J., has joined the sales promotion department of the National Broadcasting Company.

Leaves International Silver

George Morrison has resigned as sales and advertising manager of the Wm. Rogers & Son division of the International Silver Company. He had been with International for eight years.

Directs Velva-Tex Sales

C. E. Tompkins, formerly general sales manager of the David Maydole Tool Corporation, Norwich, N. Y., has joined the Velva-Tex Company, Syracuse, N. Y., dust, dish and face cloths.

Tyler Heads Lantern Club

M. L. Tyler, of the Boston office of Paul Block & Associates, has been elected governor of the Lantern Club of Boston, an organization of publication representatives. H. W. Taylor, also with Paul Block & Associates, has been elected secretary-treasurer.

Two Accounts to Ayer

Ivanhoe Foods, Inc., Auburn, N. Y., mayonnaise and other food products, and the Nu-Shine Company, Inc., Reidsville, N. C., shoe polish, have appointed N. W. Ayer & Son, Inc., to direct their advertising accounts.

Shoe Chain to Hirshon-Garfield

The Wise Co-operative Shoe Retailers, Inc., sponsored by Wise Shoes, Inc., New York, has appointed Hirshon-Garfield, Inc., New York, to direct its advertising account.

Joins Kalamazoo Agency

H. H. Dobbertein, formerly with Brooke, Smith & French, Inc., Detroit advertising agency, has joined the W. J. Williams Advertising Service, Kalamazoo, Mich.

"Isolation Is Defeat"

BASTIAN-MORLEY Co.

LaPorte, Indiana

Editor of PRINTERS' INK:

"An Isolationist Policy" (page 28, Dec. 22 issue of PRINTERS' INK) deserved the first inside cover space of PRINTERS' INK.

As long as two or three years ago I noted advertisements in English national publications, "Buy British." Ask Britishers about the results.

If people generally will awaken to the fact that all people, all towns, all States, all nations are dependent upon one another—that none is self sufficient—then we

shall have real understanding, and a great step will be taken toward recovered business.

Isolation is defeat and any man or nation that can see beyond his or their property line, or have any idea of self preservation should understand this simple basic thing: All social intercourse by nations, creeds, people, individually or collectively, is reciprocal.

Ask them to think it over.

We may concentrate our buying but it is only a question of time before others do likewise.

We could well afford to isolate sponsors of such movements.

JAMES F. DONNELLY.

Richey Elected to Thompson Board of Directors

The J. Walter Thompson Company has elected S. Hunter Richey a director. Mr. Richey has been associated with the company for more than sixteen years. Since January, 1925, he has been vice-president.

Van De Mark Has Own Business

Curtis W. Van De Mark, formerly president of The Health-O Quality Products Company, Cincinnati, has established his own business at that city as sales counselor, with offices in the Blymyer Building.

Founded 1910

LOCKETT and MOORE, Inc.

Manufacturers' Representatives.

Distributing Grocery Products throughout the Chicago territory

Office: Merchandise Mart, Chicago

During the Convention of the Food Industry, January 22d-26th, 1933, we will also occupy Room 1205A, Stevens Hotel.

Representing
(among others)

Clorox Chemical Company
Gerber Products Company
Minnesota Valley Cng. Co.
Oakite Products, Inc.
California Animal Products Co., Inc.
McIlhenny Co.
Michigan Fruit Cannery, Inc.

We will welcome an opportunity to discuss merchandising and distribution problems with Advertising Agents, Publishers' Representatives, and manufacturers of old or new grocery products, who are interested in the Chicago territory—without obligation, of course.

Chain-Store Sales for November

Company	Nov. 1932	Nov. 1931	% Chge.	11 Months 1932	11 Months 1931	% Chge.
Great At. & Pac. (a)	\$62,848,653	\$74,705,685	-15.8	\$795,163,704	\$927,720,140	-14.2
*Sears, Roebuck (b)	22,609,104	26,828,020	-15.7	252,606,258	314,041,553	-19.6
F. W. Woolworth..	20,215,612	22,005,147	-8.1	216,788,583	242,590,910	-10.7
*Montgomery Ward	16,551,568	18,403,376	-10.0	159,014,106	197,462,316	-19.4
Safeway Stores (c)	16,328,978				210,412,546	
Kroger G. & B. (d)	15,761,800	17,117,215	-8.0	197,023,055	226,803,830	-13.1
J. C. Penney	15,042,074	16,492,690	-8.8	136,334,560	152,426,028	-10.5
S. S. Kresge	9,841,370	11,220,298	-12.3	106,370,162	123,612,071	-13.9
First National (e).	7,870,444	8,085,105	-2.6	92,541,798	96,613,394	-4.2
W. T. Grant	6,336,108	6,484,241	-2.3	61,943,300	63,185,127	-1.9
S. H. Kress	4,853,553	5,586,738	-13.1	53,449,505	57,820,828	-7.6
National Tea (f)...	4,557,968	5,587,097	-18.4	60,174,700	71,202,430	-15.4
Walgreen Co.	3,471,781	3,987,497	-12.9	41,731,799	49,460,626	-15.6
McCrorry Stores ..	3,129,485	3,469,521	-9.8	33,841,031	36,413,587	-7.0
H. C. Bohack (g).	3,099,321	3,484,324	-11.0	29,973,509	32,782,874	-8.5
J. J. Newberry ..	2,661,159	2,529,843	+ 5.2	27,725,231	25,830,373	+ 7.3
Grand-Union (h) .	2,179,079	2,703,942	-19.4	27,506,060	32,569,035	-15.5
Dominion Stores (i)	1,692,505	1,804,880	-6.2	20,876,725	23,218,445	-10.0
McLellan Stores ..	1,654,780	1,768,828	-6.4	16,776,124	18,198,609	-7.8
Interstate Dept. .	1,630,907	1,746,684	-6.6	16,153,528	18,759,801	-13.9
G. C. Murphy	1,562,627	1,559,246	+ 0.2	15,642,348	16,220,229	-3.5
Lerner Stores Corp.	1,550,219	1,782,483	-13.0	18,472,641	22,030,136	-16.1
Melville Shoe	1,537,355	1,694,689	-9.2	18,493,388	23,738,696	-22.1
Peoples Drug Stores	1,248,609	1,407,496	-11.2	14,486,645	15,690,177	-7.6
Neisner Bros.	1,186,760	1,194,901	-0.6	12,632,342	13,609,666	-7.1
Consolidated Retail	1,155,939	1,398,852	-17.3	13,392,477	17,155,064	-22.0
Western Auto S'ply	1,115,476	1,062,812	+ 4.9	10,736,125	11,455,088	-6.3
Lane Bryant	905,593	1,097,469	-17.5	10,698,189	14,022,624	-23.7
Schiff Co.	708,913	788,175	-10.0	7,864,495	9,051,684	-13.1
Winn & Lovett (j)	392,612	429,508	-8.5	4,649,953	4,815,542	-3.4
Exchange Buffet ..	323,164	378,510	-14.6	3,991,579	4,811,358	-17.0
M. H. Fishman	212,680	209,665	+ 1.4	2,215,361	2,187,154	+ 1.3
Totals	217,907,218	247,014,937	-11.78	2,479,269,281	2,865,859,395	-13.48

*Includes both Chain and Mail-order sales.

(a)—4 wks. and period to Nov. 26.	(f)—4 wks. and 48 wks. to Dec. 3.
(b)—4 wks. and 48 wks. to Dec. 3.	(g)—5 wks. and period to Dec. 3.
(c)—4 wks. and 48 wks. to Dec. 3.	(h)—4 wks. and period to Dec. 3.
(d)—4 wks. and 48 wks. to Dec. 3.	(i)—4 wks. and period to Nov. 26.
(e)—4 wks. and period to Nov. 26.	(j)—4 wks. and period to Nov. 26.

November sales of The Great Atlantic & Pacific Tea Company, expressed in tons, were estimated as 395,275 this year, compared with 418,777 in November, 1931. This is a decrease in quantity of merchandise sold of 23,502 tons, or 5.61 per cent. Average weekly sales in November were \$15,712,163, compared with \$18,676,421 in 1931, a decrease of \$2,964,258. Average weekly tonnage sales were 98,819, compared with 104,694 in November, 1931, a decrease of 5,875.

National Tea Company reports that the number of stores in operation declined from 1,521 to 1,408 as a result of the closing of unit stores which because of local conditions, excessive rents, or changes in district in which located, have become unprofitable.

NUMBER OF STORES IN OPERATION

END OF NOVEMBER 1932	1931	END OF NOVEMBER 1932	1931
Kroger	4,749	McLellan	276
Safeway	3,386	McCrorry	242
Penney	1,477	S. H. Kress	229
S. S. Kresge	722	G. C. Murphy	175
Melville	492	Peoples Drug	117
Walgreen	470	Neisner	79
W. T. Grant	444	Exchange Buffet	35

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Slash Cigarette Prices to Meet 10-Cent Competition

Lucky Strikes, Chesterfields, Camels and Old Golds Retail at 13 Cents,
but Probably Not for Long

CIGARETTE consumption in the United States has decreased 9.31 per cent during the eleven months ended November 30. Thus another industry, which was believed to be depression-proof, has bumped up against the economic situation and, consequently, is now faced with new problems.

The principal problem that the large manufacturers have to meet is the 10-cent cigarette which has grown from May to December of 1932 from 5 per cent of the total cigarette production to 25 per cent. While the sales of 10-cent cigarettes appear to have definitely ceased to expand, they are still a problem.

A year ago competition from roll-your-own tobaccos and machines loomed large, but it has not grown to any great proportions and today is not considered to be a serious factor.

The answer of the big four—Lucky Strike, Chesterfield, Camel and Old Gold—to the cheap cigarette is price reduction. This week new wholesale prices of \$6 a thousand instead of \$6.85 a thousand were announced. These cigarettes are now being sold at retail for 13 cents a package or two for 25 cents.

The \$6.85 price has been in effect since June, 1931.

The rise in popularity of the 10-cent cigarette has not, up until now, been regarded very seriously by the big producers. They have maintained that this was a temporary market and that the cheaper cigarettes would be unable to resist any of a number of possible unfavorable developments during the next

few months or year. But as the demand for the 10-cent cigarette increased and the "unfavorable developments" failed to materialize, there was a little stirring in the camps of the monarchs.

The new cheap brands have been able to make headway because of economic conditions and also low prices of raw materials. Although the larger manufacturers have maintained that it was impossible, the manufacturers of the 10-cent brands have been able to make a profit on them.

The new price-cuts are an offensive against the 10-cent cigarette and against declining cigarette consumption. Whether this move will have the desired effect is doubtful. There is considerable disagreement in the industry as to whether the 10-cent cigarette is here to stay. It is generally believed that it cannot survive advances in the price of raw materials, but such advances do not seem in prospect.

None of the 10-cent cigarettes is advertised extensively. Most of them are distributed in small territories. The limited profit margin, even with present leaf cost, leaves very little to spend on advertising, which is the method by which the present leaders have achieved their volume.

So it would seem that the cheap cigarette is a temporary problem. The big four are fighting back with temporary price-cuts. This reduction in the price of cigarettes is likely to cost the large manufacturers more than the business which they will recover.



Ellinson-Wolff, New Business

Ellinson-Wolff, Inc., has been formed at 600 West Van Buren Street, Chicago, to specialize in the production of direct-mail advertising. Principals are Dave Wolff, formerly vice-president of the Pryor Press, and William J. Ellinson, of the Ellinson Printing Company.

Sweetland to Teach

The Six O'Clock Club of St. Louis has engaged the services of Ben Sweetland, president of Sweetland Advertising, Inc., New York, to conduct a class on sales letter writing and direct mail, to begin January 23 and continuing nightly for two weeks.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.50 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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London: McDonough Russell

NEW YORK, JANUARY 5, 1933

Another Sales Tax Prediction

The general sales tax idea was having fairly smooth sledding in the deliberations of the mighty at Washington until Mr. Roosevelt said he was against it. Even that voluble and volatile friend of the people, John Nance Garner, had decided its adoption would still leave the rich plenty of troubles and the country was in a fair way to get an economically correct method of paying its debts and having a little something stuck away in the teapot for a rainy day.

But now the idea seems dead, at least for the present, and the country is going to have to wait until Mr. Roosevelt becomes president before it sees what, if anything, is going to be done to balance the national budget. Perhaps the president-elect's "brain trust" may be able to evolve something by that time which has thus far not oc-

curred to other thoughtful people and which may turn the trick.

We devoutly hope so. But at the risk of having to eat our words a little later, we are going to make a prediction, to-wit: There is going to be a manufacturer's sales tax in the United States before very long and it will be of a nature that will make the budget balancing burden fall fairly and *pro rata* upon everybody regardless of economic status, race, color, sex or previous condition of servitude.

We say this in full recognition of the fact that the President-elect is said to be preparing a hard-boiled program looking toward a radical reduction of Governmental outlay.

All other alleged methods of meeting the deficit are pretty hollow, even though professional friends of *hoi polloi* dress them up in such fancy language. When the present crazy quilt tax law was adopted by Congress, PRINTERS' INK predicted that it would not come within rifle-shot of meeting the budget deficiency which was set forth in figures of almost astronomical proportions reminding one of computations of distances in interstellar space. And it didn't, the reason for its failure being that it couldn't.

At that time PRINTERS' INK declared, with something of a bitter grimace, it is true, but declared nevertheless that the sales tax was the only way out of the tragic situation. It renews that declaration now.

Business men, politicians, statesmen, brain trusts and all the rest may just as well pull their heads out of the sand at this juncture and get it into those aforesaid heads that this country is in for a staggering blow when the income tax returns are made public on March 15. Competent authorities assure PRINTERS' INK that the receipts will fall below a billion dollars. The Government pulled in more than four times that amount back in the era of prosperity.

This is not the least bit funny when it is remembered that the national budget is now about two billion dollars in the hole. The

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radical reorganization of the Government which Mr. Roosevelt will probably have the authority to effect may be a grand and glorious thing for the future as well as quite a help for the present. Maybe we can get rid of the Federal Trade Commission and some other excrescences.

But this isn't going to square off the old debts and make the Government financially solid *de facto* as well as *de jure*.

Thirty nations are now collecting general sales taxes. In France and Belgium 20 per cent of the national income is gained from that source.

When Canada, the nearest nation to us, saw the imperative necessity of doing something about its budget, it adopted the sales tax and is using it successfully.

General sales taxes are also collected in nine different States of this country.

All the logic of the situation points to their inevitable adoption by the country as a whole.

The sales tax may not be popular. It may not have any overwhelming appeal to people or politicians but it seems inevitable unless some other honest, fundamental and adequate idea to balance the budget is presented.

For the man with a sound plan which would make the sales tax unnecessary we will take off our hat and cheer.

The Great Romp

Before long some astute manufacturer will be out with a game called "technocracy," possibly something on the order of checkers, with miniature power houses replacing the men. And the nation will while away the (kilowatt) hours with the feverish devotion to playing the game of the moment that is one of the most curious characteristics of the current economic phase.

At any rate, the game-playing aspect of what is genteelly designated The Change is worth reflection at this time. A hill-top view of the three years past shows that, despite the grave uncertainties of the times, the sporting instinct has reached its highest peak of ex-

pression. This is the Great Romp, not the Great Crisis.

Miniature golf, with its fleeting golden boom in the real estate and iron pipe business, was the start. Then came backgammon to set the humblest patron of the 10-cent store to shaking dice. Next there was the jig-saw puzzle. After that the pin game crowded cigar stores, hotel lobbies and other centers with eager followers of metal balls that bounced illogically off myriad little nails. And, of course, contract bridge, which needs no further comment.

Technocracy is admittedly just a possibility in the line of succession, but it has a wonderful start. Just as a subject of discussion it has practically reached the status of an indoor sport. But to realize fully upon its potentialities, it should be dramatized in some tangible form and given a competitive angle.

In Evanston, Ill., still another potential occupant of the gaming spotlight is in the making. A shop has been established wherein citizens of that erudite center give up 15 cents per half hour to operate a system of toy electric trains.

All this has some sort of psychological and possibly economic significance and we wish we knew what it was. The practical side is clear, however. The real opportunities for manufacturers today lie in creating a sporting interpretation for their products. For instance, let automotive producers figure out some sort of game angle for motoring and they'll get somewhere.

To Produce Wages

Among all the world-saving plans produced by scientists, economists and technocrats, a few simple modest ideas are being adopted which seem to make sense.

Some manufacturers, taking their eyes away from dazzling vistas of a new order, or a glimpse into the problems of Manchukuo, are attending to their own small sector of the economic battle front with good results. There is, for instance, the simple idea being used by the Warner and Swasey Com-

pany of Cleveland. This manufacturer of machine tools and astronomical instruments has a plan designed to produce present wages and purchasing power rather than to reduce stocks on hand.

All orders are being filled by manufacture instead of being met by liquidating inventory. Money received thus goes into pay envelopes instead of a company account at the bank.

"We decided," says C. S. Stilwell, sales manager, "to disregard inventory entirely. One of the difficulties has been that people were more concerned with liquidating inventory than paying wages. We agreed that every order should be treated as if our shelves were bare. We find that it works. Our first effort was made in the middle of November and we are carrying on the plan by folders and by trade-journal notices."

One of the company's recent direct-mail pieces reproduces a letter from the Carrier Manufacturing Company of Newark, N. J., praising the plan and also ordering a turret lathe. The letter says that Carrier's present volume only partly justifies the purchase.

"It is a condition of this order," the letter says, "that you will manufacture this particular machine or its equivalent in order to get men back to work."

During November and December, Warner and Swasey were much encouraged by this and other orders in direct response to the "make wages" plan. This and similar lines of attack on a company's specific unemployment problem almost universally win goodwill and orders.

Manufacturers who say to themselves "let's talk business, our own," are working out ideas which are good because they produce actual orders and often suggest a method of operating which can be widely followed.

Now for a Management Inventory

remember that a real inventory takes in a great deal more than

Now that inventory time is here once more it might be well to remember that a real inventory

the mere counting, weighing, measuring and valuing of a company's merchandise.

It is a little habit of ours to remind our readers of this year by year, the principle being one in which we devoutly believe.

Man power, selling methods, advertising—these are only a few of the leading elements that should pass under the closest scrutiny. There has perhaps never been a year when such an inventory was more advisable; 1933 will be a critical year and also a year of promise.

Force is added to these thoughts by an address delivered in Providence, R. I., by E. B. Moran, executive sales manager of the Bradstreet company.

Mr. Moran believes that the most essential duty of business organizations this January is to inventory their management.

"Good management," he said, "is the greatest single unlisted asset of the balance sheet. Management makes or breaks the value of all other assets. No matter what external changes occur, the framework of all business is fabricated on management."

Mr. Moran's observations are timely because of the fact that stockholders these days will refuse to wait indefinitely for management to produce results. The finest plant, the most meritorious product, the greatest potential market—all are liabilities when the management is wrong.

We believe the developments of the coming year will bring out individuals as never before. Group action, just as Mr. Moran suggests, has frequently submerged individual ability during the last few years. But those great corporations are discovering that it is just as important to them today as it was to the corner grocery store fifty years ago.

A rigid inventory of management this month, no matter whether the business is small or great, is going to pay real dividends. Some are going to be lost in the shuffle and stuffed shirts will be less in evidence. But this is the inexorable price of progress.

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This is
NEWS!
It breaks on
the 15th!



"We want electros in the
hands of 1536 newspapers
by the day before!"

WHAT if this message reaches
us the 8th! What if some of
the papers are as far away as the
West Coast! Upstairs goes the
pattern — through the magic pro-
cesses of the most modern as well
as the largest electrotyping estab-
lishment in the world.

There is no other company so
completely equipped, so large, and
able to give such service as Rapid.
The agency merely sends us the
pattern . . . tells us *where, how*
many, and when. Then the

agency can *forget* the subject,
for it is done!

From the smallest single electro
or mat to the largest shipment of
plates when big advertising news
breaks—Rapid is keyed to the job.

By giving unusual service, by
making an important issue out of
the smallest detail, by a never-
varying quality standard that in-
sures perfect reproduction, our list
of patrons has come to include the
biggest names in American adver-
tising.

The **RAPID**
Electrotype Co.

W. H. KAUFMANN, President

CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

The Little Schoolmaster's Classroom

OLD-TIME advertisements are always interesting to the Schoolmaster. Let those members of the Class who have a similar interest cast their eyes on the Colgate & Company's Cashmere Bouquet Perfume advertisement reproduced here. It first appeared in *Life* fifty years ago and appears, once more, in that same publication's 50th Anniversary number, the January issue.

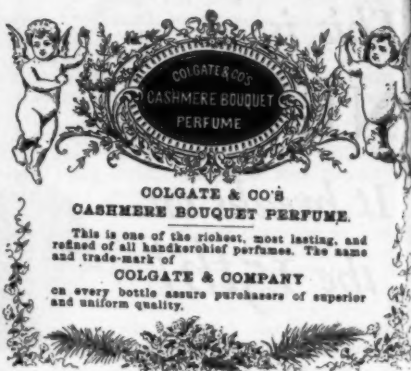
Perhaps these two cupid salesmen wouldn't get many results in this sophisticated age, but then no one can accuse the artist who drew them and their flowery surroundings of not getting plenty of atmosphere into the display.

In this same anniversary number of *Life* there are several other old advertisements reproduced. One of these is for Cadillac, which originally appeared in the early 1900's. Cadillac had been manufacturing automobiles for but one year. It was advertised as "The Automobile that solved the problem of rapid, safe and pleasant motor travel on all kinds of roads and in all kinds of weather."

There is also an advertisement for Vichy Célestins, property of the French Republic, and the oldest consistent advertiser in *Life*, having first appeared in that publication in May, 1883.

The Schoolmaster chuckled over another old-timer, undated. It offered a "Combined Sofa and Bath Tub" which was heralded as "The common sense invention of the age." The copy writer put his story in one sentence when he said "Is Practical, Convenient, Economical, Comfortable, Portable, Complete and Cheap."

Bruschke & Rieke, Chicago, were the sole manufacturers at that time



COLGATE & CO'S
CASHMERE BOUQUET PERFUME

This is one of the richest, most lasting, and refined of all handkerchief perfumes. The name and trade-mark of
COLGATE & COMPANY
on every bottle assure purchasers of superior and uniform quality.

and evidently they have no successors.

* * *

General Motors, Coty, Du Pont, though they are engaged in widely diversified industries, have one attribute in common—they are leaders in their fields. Different as are their products and their markets, Coty has adopted an idea used in the management of General Motors and Du Pont sales.

Jean Despres, Coty sales manager, tells the Schoolmaster that the development of a separate sales division to handle the new product, Coty. Lotion, is based on his observation of what these companies have done. Letterheads, sales promotion and salesmen's cards all carry the name of this new division.

This idea, Mr. Despres explains, gives the new product individuality and encourages the company salesmen to give support to their individual divisions as well.

* * *

"Emmett to Retire from Newell-Emmett."

When the Schoolmaster read that in *PRINTERS' INK* last week he sighed enviously and pondered on the wisdom of those men who refuse to die in harness, who prefer

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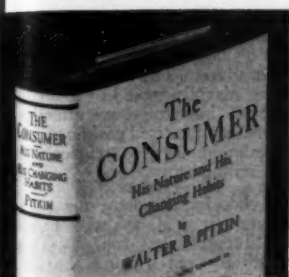
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Just published Walter B. Pitkin's **THE CONSUMER**

His Nature and His
Changing Habits

421 pages, 6 x 9, \$4.00

THERE are two billion consumers on earth. As a factor in the success of any business—more important than our perfected technology of production—what, actually, is known about them? Here is a book that supplies the want—the first scientific appraisal of the consumer—the first specific analysis of the factors that control his buying habits and his buying power.

Are we ready for a new era of Prosperity?

We can make goods more cheaply than ever before in history. We can supply more human needs. Can we sell the commodities we produce? Only by developing as exact a knowledge of people's desires and abilities to consume as we have of the technique of production.

**What do people buy?
Why do they buy it?
What would they buy
if they could?**

This book takes men, women and children in their capacity as consumers, and for the first time analyzes them in the light of all the factors which govern their consuming habits. How do these factors interact upon one another in relation to the ultimate market for the goods you make or sell? For the first time an investigator has approached an adequate answer to this question.

Here is the pioneer step in the scientific study of consumption—the result of seven years of research into the nature and habits of all kinds of consumers. Here is an approach to the solution of the most vital business problem of our time: What are the limits of volume consumption?

Human nature, not economics

This is no dull treatise, bristling with tables and footnotes. Written in the same forceful, inviting manner as Professor Pitkin's other books, it presents information of immense value in highly readable form. It carries a direct message to the marketing analyst, the sales or advertising executive, the manufacturer—to every one who makes or sells any commodity.

10 days' FREE Examination—Send this coupon.

McGraw-Hill Book Co., Inc., 330 W. 42nd St., N. Y. C.

Send me Pitkin's *The Consumer*, postpaid, for 10 days' Free Examination. I will send \$4.00 or return the book within 10 days of receipt.

Name

AddressPaslun

City and State.....CompanyPI-1-5-33

(Books sent on approval in U. S. and Canada only.)

to spend their later years in following some hobby. Burton Emmett intends to travel and devote more time to his already splendid collection of books and prints.

Mr. Emmett's retirement closes what might have grown into a remarkable record. Perhaps even now he holds the record for continuous servicing of one account by one advertising agency man.

It was nineteen years ago, November, 1913, that he first became the agency executive responsible for the Liggett & Myers Tobacco account. He was, at that time, with the Frank Seaman agency.

When Mr. Emmett and C. D. Newell formed the Newell-Emmett Company in April, 1919, the Liggett & Myers account remained in Mr. Emmett's hands.

The Schoolmaster wonders if this is a record. If any member of the Class knows some agency man who has been responsible for the handling of one account for more than nineteen years, let him speak up.

* * *

In its advertising of soaps for the textile industry the Colgate-Palmolive-Peet Company is making excellent use of the reputation built for its nationally advertised products.

In a full-page advertisement going to the textile industry eight of the company's nationally known products are illustrated and under each illustration is a paragraph of copy telling about the product.

The headline says, "Outstanding quality has made these products famous." The subhead is, "The same strict standards of quality govern the making of our famous textile soaps." The copy then goes on to expand on the headline idea and in a column at the left of the advertisement are illustrated four barrels, each containing a different textile soap, with a brief description of each product underneath its picture.

A number of advertisers of packaged merchandise also sell bulk products for industrial use. Frequently they assume that the prospect will go through all the neces-

sary psychological tie-up between packaged and bulk merchandise as soon as he has read the signature of an advertisement.

The advertisement just described, however, indicates how effectively nationally advertised packaged products can be used to reinforce the bulk selling story.

* * *

In choosing the name for a trade character it is always wise to do a little intensive research. It is easy enough to coin a name, but it is entirely possible that after spending quite a few thousand dollars advertising this name you will find that it belongs in real life to the favorite niece of your chief competitor or the retiring maiden aunt of one of your best customers.

Recently a company doing a large retail business in several of the suburbs of Chicago decided to feature a trade character. A name was chosen and a series of advertisements was prepared and signed with the name.

When the third advertisement had appeared an irate competitor called up and threatened to sue the company for using his wife's sister's name. There was no suit but there were plenty of headaches before the matter was cleared up.

* * *

The Independent Grocers' Alliance of America is planning to use slide films and sound amplifying equipment as the basis of a merchandising campaign which is intended to give the grocer members of this voluntary chain an even better understanding of modern merchandising principles than they have had to date.

This year the company is introducing a new program which calls for regular monthly retailer meetings planned and organized in advance and held simultaneously from coast to coast. It further calls for the installation of new equipment in each jobbing territory. This consists of one or more sets of the latest type of slide film projector and sound amplifying equipment. Also, there will be built up by each I. G. A. jobbing house a complete and permanent library of films and records dealing with vari-

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ous merchandising, advertising and selling and general retailer educational subjects.

These film programs will be planned and prepared in advance by national headquarters. Complete merchandising plans for each month will be a part of the program.

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Several weeks ago the Schoolmaster commented upon the fact that reception room courtesy pays sales dividends. He quoted at length a notice in the reception room of a shoe factory.

Class Member L. F. Steinhoff, vice-president, Industrial Publications, Inc., submits a notice which appears above the information desk in the factory of the Fate-Root-Heath Company. It reads as follows:

NOTICE TO CALLERS

Throughout this organization we try to co-operate with all of our callers in saving their time. We don't like to be kept waiting ourselves.

Please do not hesitate to ask how long it will be before you can see your man or to ask a second time if necessary. Our information desk is for co-operation—not defense.

* * *

A member of the Class submits the most original application for a position that has passed through the Classroom in many a day.

The applicant is seeking a sales job. He does so in the following tactful manner:

DEAR SIR:

Go into any movie any morning and 60% of the patrons will be salesmen—some of them perhaps yours.

How to get these men to work—my solution is to fire the whole lot of them. If all firms would concertedly create entirely new sales forces, things would start a-hummin' with a jump. Believing this, I just got through firing myself and it's already ignited my ambition unquenchably.

Many a sales manager during these last few years has felt like following this applicant's advice but this is the first time, so far as the Schoolmaster knows, that any salesman out of work has suggested that large numbers of the employed join him in his unemployed state.

* * *

Too often direction leaflets have all the zip and interest of some of



Where Is This ACCOUNT EXECUTIVE?

THIS 4-A agency upsets all established notions about New England agencies, probably because it employs New York men and methods—which somehow seem to work even better in New England than in New York. We made money in 1932; have just added another creative man with a fine New York reputation, and are looking for one more—an account *bandler* in the strictest sense of the word.

He is a congenial sort of a fellow who will value surroundings conducive to family happiness and business success. He is convinced that the whole world doesn't revolve around Broadway . . . indeed his own clients and prospects are probably located in Connecticut or New England.

If you know of such an account executive who for some reason or another is hampered or dissatisfied in his present connection, we sincerely believe you will do him a real favor by advising him to write us—in strictest confidence, of course. Our staff knows of this advertisement, and an officer of the company will be available in New York for interviews the week of January 9th. Address "C," Box 229, c/o Printers' Ink.



Valuable Publicity

March 30, 1931.

SUTTON & SCHIPPER, INC.

GENTLEMEN:—We feel that the publicity service you rendered was of inestimable value to our Corporation, and wish to commend you for the unusual high percentage of stories which were accepted by newspaper and magazine editors relative to our product.

KENNETH M. SMITH,
Managing Director.

HORACE E. DODGE BOAT & PLANE CORP.

SUTTON & SCHIPPER, Inc.

Publicity in All Its Branches

232 Madison Ave., New York, N. Y.

Co-operation with Advertising Agencies

Can YOU Qualify For This Opportunity?

An unusual and exclusive franchise is available, in each city over 50,000, to a high class man, financially responsible and with some advertising and sales experience. This franchise assures the right man an annual income of from \$4,000 to \$50,000. Write giving full particulars and an interview in your city will be arranged.

THE BAR-MOR CORPORATION

Leader Building, CLEVELAND, OHIO

WANTED Mail Order or Book Copywriter

Salary and Commission

A leading New York advertising agency wants a copywriter thoroughly experienced in making magazine and newspaper copy pull on a profitable ratio.

Unless you have actually had this experience, don't waste your time in replying to this ad. This is a genuine chance to make real commissions on the accounts you can make pull and settle yourself with a sound, progressing agency.

All executives in this agency know about this ad. Write us fully, in confidence, as to your experience, religion, etc. "D," Box 80, Printers' Ink.

the more abstruse pages of Kant's "Critique of Pure Reason." This is not true of the slip which is found around a bottle of Major's Cement.

In addition to the directions for use, the company takes time out to explain why its product is good and very carefully to knock down the sales resistance that comes when a buyer does not understand how to use a product correctly.

After telling the purchaser how it should be used, the company says, "If you do not succeed the first time in mending the article, do not throw up your hands and go pulling your hair and yell out, 'I have been swindled once more,' but have patience, for the cement is all right."

The Schoolmaster places that before the Class as an excellent example of breaking most of the rules of good copy writing and yet reaching a goal beyond the attainments of a lot of good copy.

The sending of holiday greetings in the recent season by officials of the Kleenex Company was the occasion of a unique bit of sampling. The company has just introduced a new pocket-size package of Kleenex tissues for handkerchief use. This was the "card." A holly wreath designed in silver, green and red imprinted on the face of the package gave the proper holiday touch and a decorative scroll across the center bore the sender's name.

The message fitted in appropriately to the item's double function as a greeting and a sample. It was:

"Blow yourself to a Merry Christmas and a Happy New Year."

Joins Cleveland Agency

James T. Begg, former Congressman, has joined Meldrum & Fewsmith, Inc., Cleveland advertising agency.

TORONTO
HALIFAX
MONTREAL
WINNIPEG
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited

CANADIAN ADVERTISING AGENTS

REGINA
CALGARY
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VICTORIA
VANCOUVER

Classified
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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

ONE MAN AGENCY

established six years, specializing in Business Publication and Direct Mail Advertising, wants to confer with an adequate agency organization or another one-man agency with whom an organization might be built. Box 703, Printers' Ink.

EMPLOYMENT SERVICES

THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—he who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than PRINTERS' INK, if the man you seek must possess a sales, merchandising or advertising background.

An advertisement in PRINTERS' INK, describing your man, should uncover many excellent prospects from among whom one is very likely to stand out as the best fitted for the job.

HELP WANTED

SALES MANAGER

New York advertising display and exhibit manufacturer having good creative department and serving high-class national advertisers seeks sales manager with previous experience. Box 704, Printers' Ink.

MISCELLANEOUS

Lettershop Offers Facilities

to one or two large users, at low terms. Multigraph, ribbon and ink; Mimeograph and mailing services. Box 697, P. I.

FOR RENT—Part of furnished office or desk space by publishers' representative; Grand Central zone; light, cheerful. Stenographer services; all conveniences. 415 Lexington Ave., (43rd St.), Room 412.

FOR RENT outside office space in the Tower Building, 6 North Michigan Avenue, Chicago. Office completely and attractively furnished. Rental \$30 a month includes cleaning, light, etc. Ruth Hambley, Room 1512, 6 N. Michigan Ave., Chicago. Telephone: Dearborn 9560.

POSITIONS WANTED

Artist-Art Director available for N. Y. Agency. All figure and general illustration, layout and typography. Broad experience on prominent accounts. Box 698, Printers' Ink.

Advertising-Sales Promotion Executive.

18 years agency and industrial training. Direct mail specialist. Desires connection with New York agency, printer, industry. Box 703, Printers' Ink.

Sales Promotion Man experienced in sales contests, manuals, morale stimulators, premium campaigns, house organs, advertising, including direct mail and window displays. Can produce samples. Salary at present-day scale. Age 35, 15 years business experience. Box 701, Printers' Ink.

Travel Advertising Man—Eight years of going places and writing copy about them—three years with a leading railroad, five years handling two national travel accounts for an agency. Capable of heading an advertising department or interested in straight copy job. Age, 31; excellent record. Box 699, Printers' Ink.

Linotype Operator-Machinist wants situation; 20 years' experience; fast speed with clean proofs. Thoroughly competent on all classes of work. Also practical printer and can help with floor work if desired. Married, steady and reliable. Reference from last employer. Will accept any reasonable salary and go anywhere. Can come at once. Write fully. G. B. Clarkson, Pleasant Valley, Ohio.

Available January 20th—Sales and Advertising Manager, for last eight years with largest manufacturer in its field. Age 39. Scotch. College graduate. Married. Fourteen years unusually complete experience in editing, advertising and selling. Teamworker. Have traveled extensively. Can develop dealer and jobber business. Seek permanent connection with responsible firm. Salary \$4,200. Address Box 700, Printers' Ink.

Combination Copy-writer and Layout Man wants work. Formerly with Saturday Evening Post and Los Angeles Examiner. Age 38. University graduate. Eleven years advertising experience, including: 3 years with national magazines, 3 years with advertising agencies, 2 years with trade journals, and 3 years with newspapers. Salary and location, no object. Address Robert Clary, 218 S. Eugene St., Greensboro, N. C.

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